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Automotive News 1952 Almanac

THE NEWSPAPER OF THE INDUSTRY

Sixteenth Review and Reference Edition

DETROIT, APRIL 28, 1952

SECOND SECTION

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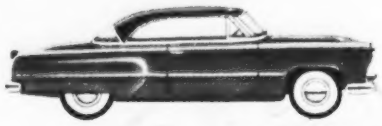
when you take the wheel of one of today's fine  cars, you have in your hands a story of continuing progress

In 1900-the old time mixing valve was replaced by SCHEBLER CARBURETORS.

In 1903-The Spur type Differential was introduced by WARNER GEAR. Radiators made of copper tubing with attached cooling fins introduced by LONG.

In 1913-The Single Plate Clutch was developed by BORG & BECK and Silent Timing Chains were introduced by MORSE CHAIN.

In 1916-Universal Joints were developed by MECHANICS.

In 1921-First standard type Transmissions were introduced by WARNER GEAR.

In 1922-Double Plate Clutches were introduced by LONG.

In 1923-Multiple Spring Clutches developed by ROCKFORD.

In 1924-Vibration Dampening Flexible Center Clutches introduced by BORG & BECK.

In 1930-Transmission Synchronizer Units for Cars and Trucks produced by WARNER GEAR.

In 1931-Roller Bearing Universal Joints introduced by MECHANICS. Free Wheeling offered to the industry by WARNER GEAR. Tapered Steel Discs for truck wheels were developed by INGERSOLL.

In 1934-Automatic Overdrives for Transmissions were introduced by WARNER GEAR.

In 1938-Borglite and Torbend Clutch Plates were introduced by BORG & BECK, LONG, and ROCKFORD.

In 1939-Ty-Ply Rubber-to-Metal Bonding material developed by MARBON.

In 1949-Automatic Transmissions were perfected by DETROIT GEAR and WARNER GEAR.

So it goes—year after year. Borg-Warner engineers cooperating with the engineers of all of America's producers of cars, buses and trucks help set new standards in automotive engineering. At the same time, Borg-Warner manufacturing facilities are delivering vast quantities of precision products to keep automotive assembly lines moving on schedule.

ENGINEERING B-W PRODUCTION

IN EACH new model you have found engineering progress; always there is something finer—something smoother about the operation of each new car.

Tomorrow will show the same progress. That is why the American way of automotive production is the envy of all the world. Here is an industry that has never lost the spirit of youth . . . and it never will so long as the world's finest group of engineers dream new dreams, and translate them into such dynamic action.

Borg-Warner has truly grown up with the automotive industry and the automotive industry has developed hand in hand with Borg-Warner. We share your faith in the expanding future of this great industry which we have been privileged to serve so widely . . . for so many years.

Roy D. Ingersoll
PRESIDENT
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BLOWOUT-SAFE! PUNCTURE-SAFE!

The only 100,000-mile re-usable protection! Complete low-cost safety at last!

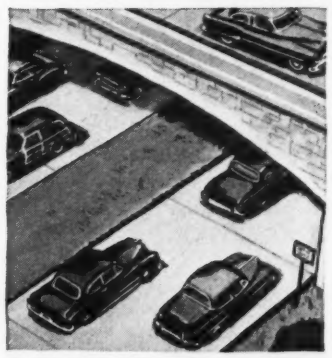
Here, for the first time, is complete blowout safety *and* puncture safety. Not just partial protection . . . but, *complete, positive, proved safety! Low-cost, re-usable safety lasting 100,000 miles or more!*

For years, blowouts and punctures have been the motorist's two major tire problems. For years, tire-makers have searched for the answer. Now, Goodyear has it—in the *New* LifeGuard Safety Tube!

Goodyear's *New* LifeGuard lets you give your customers re-usable blowout and puncture safety costing 20% to 43% less per wheel than competitive methods. The *first* and *only* complete protection that doesn't wear out when their tires do!

It gives *you* a rich, new source of easy sales and extra profits . . . the 2-way safety every motorist has waited for—at a price every motorist can afford!

Get the full story from your Goodyear representative *now!*



Only multi-million-mile proved protection! In 17 years, in millions of miles of driving, we know of no case of failure of the LifeGuard principle in a blowout. Goodyear puncture-sealant employs a principle similar to the combat-proved Goodyear bullet-proof gas tank for planes.

LifeGuards can be used in present tires. Your customers can end the danger of blowouts, the inconvenience of flat tires *today!* If their tires are still good, simply install a set of *New* LifeGuard Safety Tubes . . . they can re-use them in at least three sets of tires!

Ask about Goodyear's New Plus-10 Double Eagle!

Goodyear's New Plus-10 Double Eagle is the world's *finest* tire. It's the *only* all-nylon cord passenger-car tire. It's the *best* premium tire profit opportunity for dealers. So learn *all* about it from your Goodyear representative now.

NEW LIFEGUARD SAFETY TUBES

by GOODYEAR

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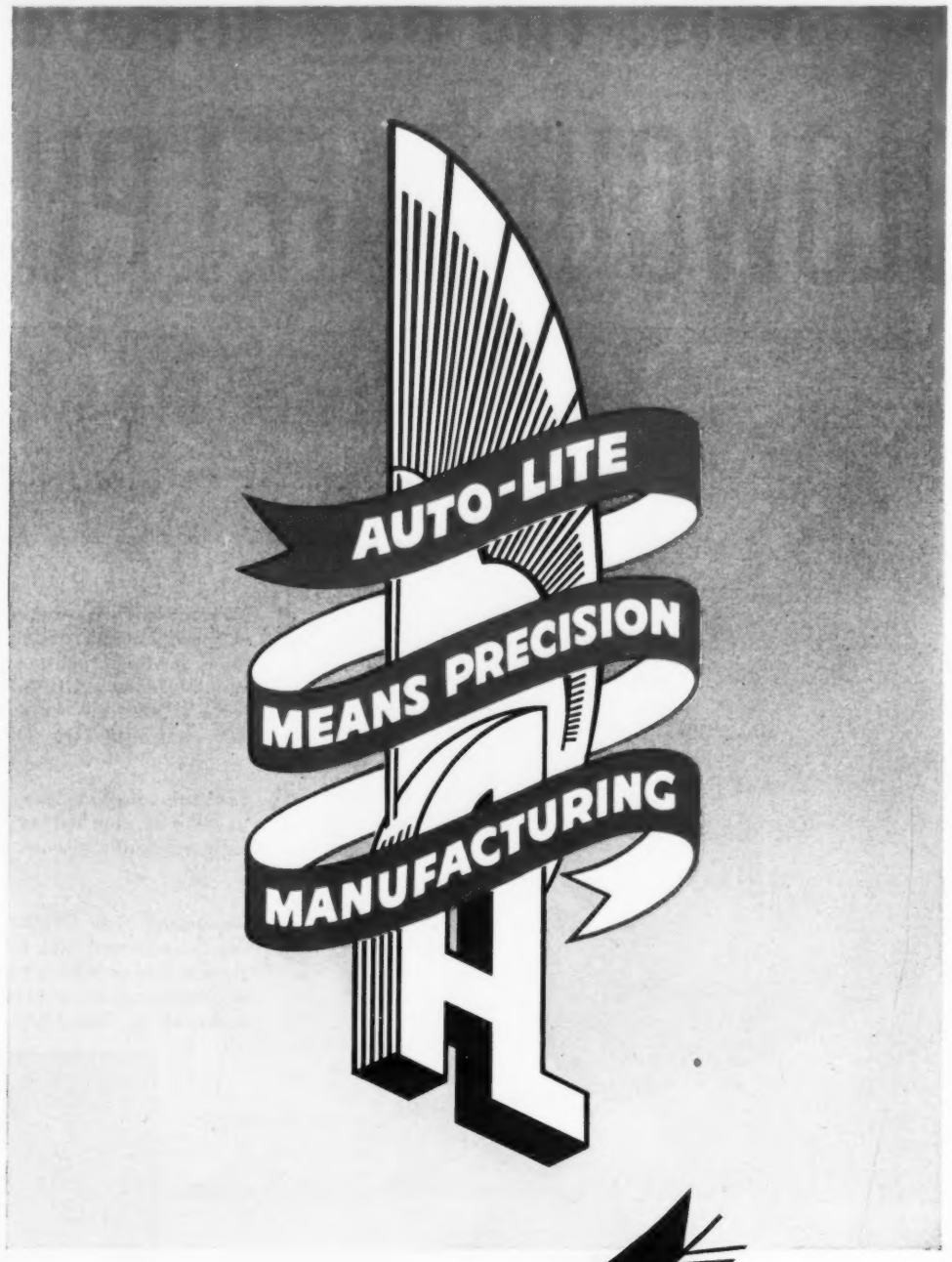
You're always right with



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Spark Plugs • Fuel Pumps • Batteries • Bumpers • Generators • Speedometers
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HIGHLIGHTS

Census of Automotive Firms.
Cars in Operation by Makes, States and Model Years.
Complete passenger car registrations.
New-Car Dealer totals by Makes and States.
Defense Orders of Vehicle Makers.
Detailed directory of the industry.
Automotive News Family Album.
Financial data of automotive companies.
Farm data—Automotive.
Used-car prices analysis.
Commercial car registrations.
Monthly production and registrations statistics showing percentage of each month to year's total.
Makers' percentage of year's total new passenger and commercial car registrations.
Production and wholesale value of passenger cars and trucks.
List of states in order of registrations of car volume—in order of percentage of sales.
List of car manufacturers in order of sales volume—in order of percentage of sales.
Automotive News production estimates by makes.
State of the Nation's Private Car Pool.
Tire and tube production statistics.
Highway Accidents—types, condition of vehicles, etc.
Taxes paid by car owners.

Complete Index Facing Inside Back Cover

Automotive News

Published Every Monday by the Slocum Publishing Co. at Detroit, U.S.A.
2666 Penobscot Bldg. Telephone Woodward 3-0495
Automotive News, $8 per year; Almanac Edition only, $2.50 each.
Entered as Second-Class Matter at Post Office, Detroit, under act of March 3, 1879.

1852 ★ 1952

STUDEBAKER

Part of America's life and traditions through 100 years

Our country's dramatic march across the pages of history is eloquently symbolized by the two Studebaker vehicles you see above.

In the span of 100 years between those two Studebakers, our United States grew from a struggling young republic to the most powerful and most prosperous nation on earth.

That century saw mechanical power supplant animal power as the preferred motive power for vehicles—the great transition from wagon wheels to automobiles took place—and American initiative made possible many of the big steps forward.

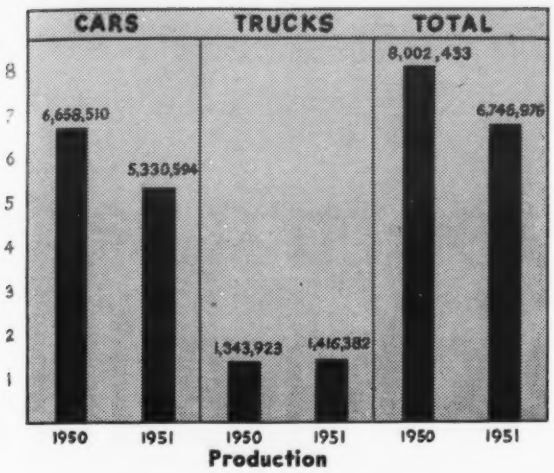
Studebaker is proud to have played a role in every stage of this progress.

In the sleek and spirited beauty of the excitingly styled 1952 Studebaker Starliner, you see an example of the evolution that a century of Studebaker experience in vehicle designing has helped to bring about.

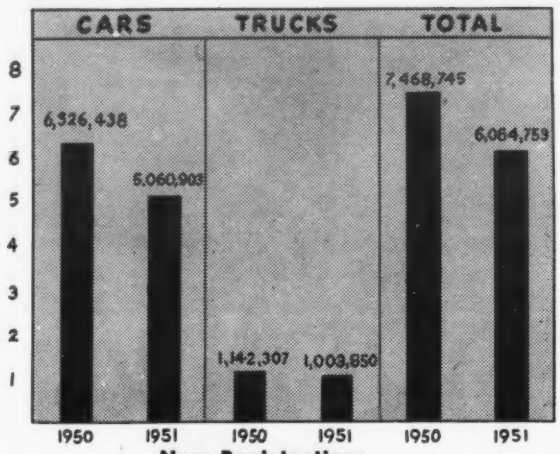
All the accumulated knowledge and skills of Studebaker's 100 years serve the public superbly in every car and truck that Studebaker builds.

THE STUDEBAKER CORPORATION

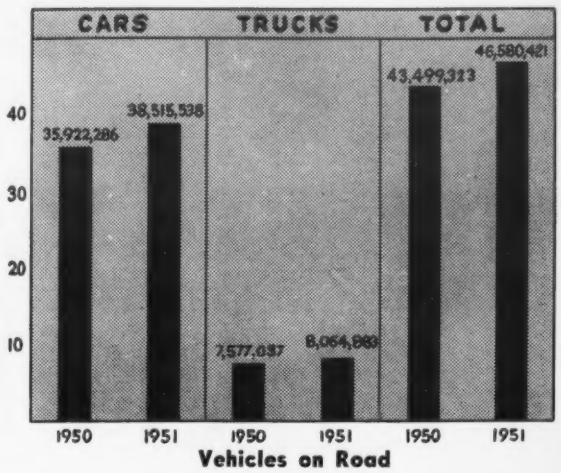
1951 a Year of Many Problems for Automotive Industry



Production



New Registrations



Vehicles on Road

HAMSTRUNG by restrictions and regulations and plagued by rising costs and taxes, the automotive industry battled against heavy odds throughout 1951. It was a year of preparation for defense production, as well as a year of accomplishment for civilian output.

While new records were almost nonexistent in production and sales, new highs were reached in Vehicle Taxes, Auto Wage Earners, Parts and Accessories Sales, Vehicles on the Road and Auto Exports.

The only sales or output record established in 1951 was in new-truck production, which totaled 1,416,382 units, compared with the previous peak of 1,364,957 established in 1948.

With the exception of new-truck output, 1951 was a "second best" year for vehicle makers. The year's car and truck production total of 6,746,976 units trailed only the peak year of 1950 when the total was a tremendous 8,002,433 vehicles.

* * *

NEW-CAR output in 1951 amounted to 5,330,594, second to 1950's mark of 6,658,510. Domestic new-car registrations in 1951 totaled 5,060,903, also second to 1950's record 6,326,438.

While new-truck production set a record in '51, domestic registrations of new trucks amounted to 1,003,850 units, the third highest year in history. Military units, which are not registered, swelled the production table but did nothing for the registration list.

Combined new-car and truck registrations in 1951 numbered 6,064,753 units, against the 1950 record figure of 7,468,745. The 1951 total was the second best in history.

The lower level of new-car and truck output also hurt tire sales in 1951. Production of tires totaled 83,450,409 units in '51, against 92,754,016 in 1950. Sales amounted to 78,610,764 in 1951 to 99,587,174 in 1950.

* * *

WHILE production and sales encountered reversals in 1951, the tax "take" from American motorists showed no signs of decline. Due in part to a boost in the federal excise levy, total tax collections on all vehicles by federal, state and local governments climbed to $4,570,000,000 in 1951, against $4,354,033,000 in 1950.

The number of vehicles on the road also reached an alltime high, despite the record scrappage rate which was reached in 1951. Total cars on the road climbed to 38,515,538, while trucks advanced to 8,064,883 for a grand total of 46,580,421 vehicles, against 43,499,323 in 1950.

Although production cutbacks toward the end of the year brought unemployment, the average number of auto workers employed during 1951 reached an alltime high of 857,316, compared with the previous peak of 839,400, set in 1950.

Parts and accessories sales also managed to reach a new level in 1951, climbing to an estimated $2,350,000,000 from $2,140,000,000 in 1950.

* * *

EXPORTS of automotive vehicles also soared in 1951, with new-car shipments out of the country totaling 212,176, against 119,719 in 1950 and with new-truck exports reaching 214,546 units, compared with 130,176 in 1950. The 1951 total of 426,722 cars and trucks exported was far above the 249,895 units shipped in 1950.

As the statistics show, 1951 was a year of contradictions for the automotive industry. For the government, it seemed a year of experiment. Spare tires were banned from new cars and then put back. Credit controls started the year at 15 months to pay and ended at 18 months.

Starting out with strong sales and a scarcity of cars, the industry saw the market shrink steadily after the middle of the year, but production began to shrink along with sales. Quotas were established permitting production at one level, but materials were allotted in such a manner that attainment of the level was made almost impossible.

Here's a month-by-month review of 1951:

* * *

January

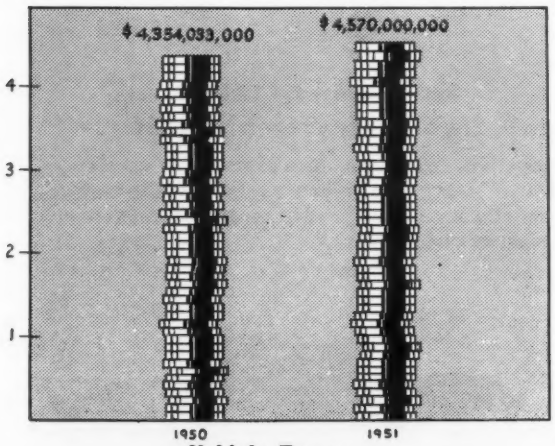
Steel mills refuse to rollback price hikes . . . More restrictions issued on metals . . . Auto defense contracts nearing $1 billion . . . Chrysler planning to build $20,000,000 engine plant in Trenton, Mich. . . . Louisiana dealers propose plan that all manufacturers, dealers, garages use the slogan "The Automobile Is Essential" on their letterheads . . . U. S. pressed to find capable defense aides . . . ATA tells government truck needs for year . . . Pushbutton factory predicted long way off.

Auto schedules cut 30 percent as curbs start to pinch . . . Gray-market criticism spreading . . . Defense setup realigned as production administration is formed to unify program . . . Car makers ask suppliers to hold line on prices . . . Levy on excess profits signed by President Truman.

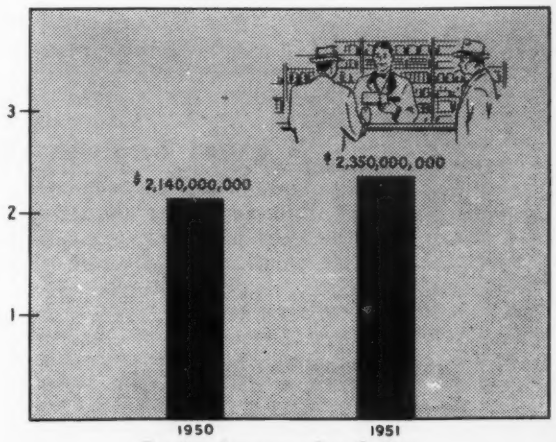
Record NADA parley calls on U. S. to give auto essential rating . . . New-car manufacturers ask government for permission to raise 1951 model prices . . . U. S. sets goal of 35,000-tank capacity a year . . . FTC accuses nine corporations and 35 individuals of bogus sales of parts . . . NADA pledges drive for better contracts from manufacturers.

Auto makers wait to learn details of a new auto price formula to give them relief from present freeze . . . Auto makers told that no specific cut on auto

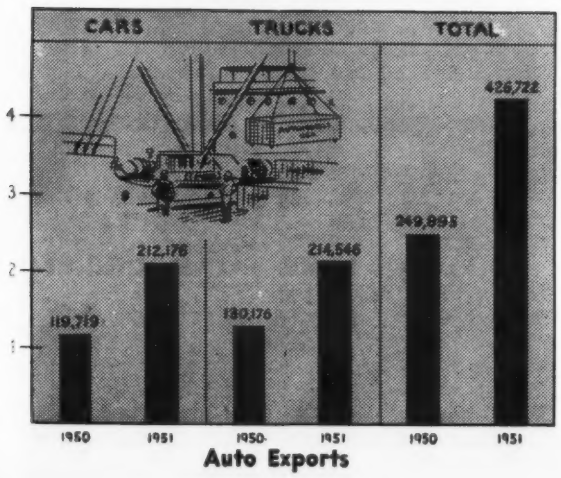
(Continued on Page 104)



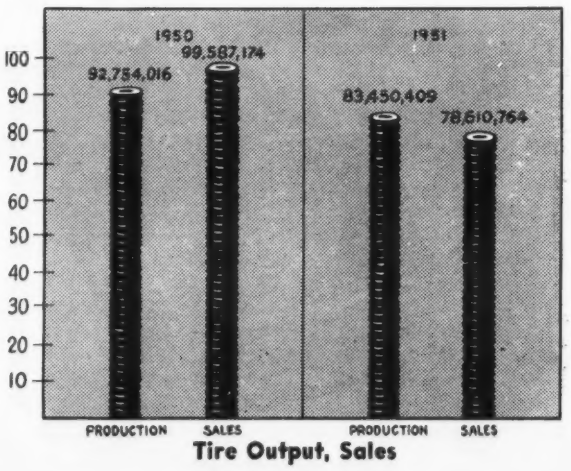
Vehicle Taxes



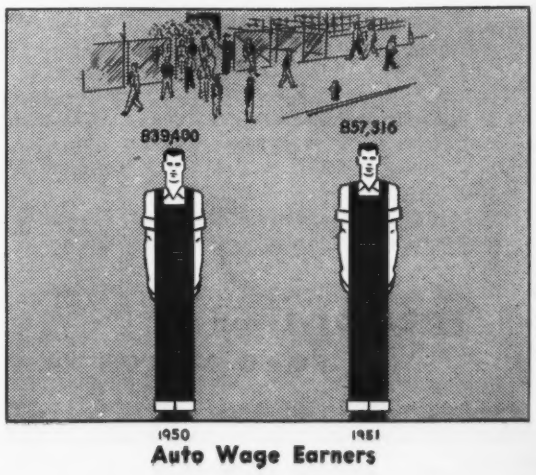
Parts, Accessories Sales



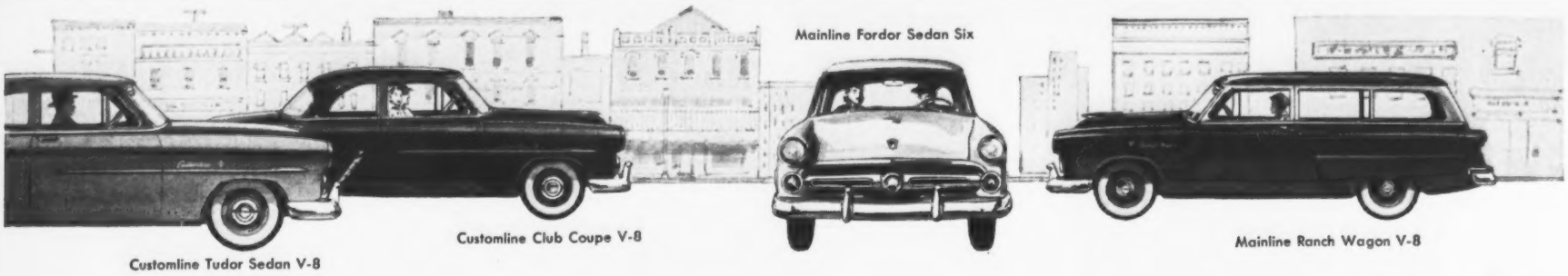
Auto Exports



Tire Output, Sales

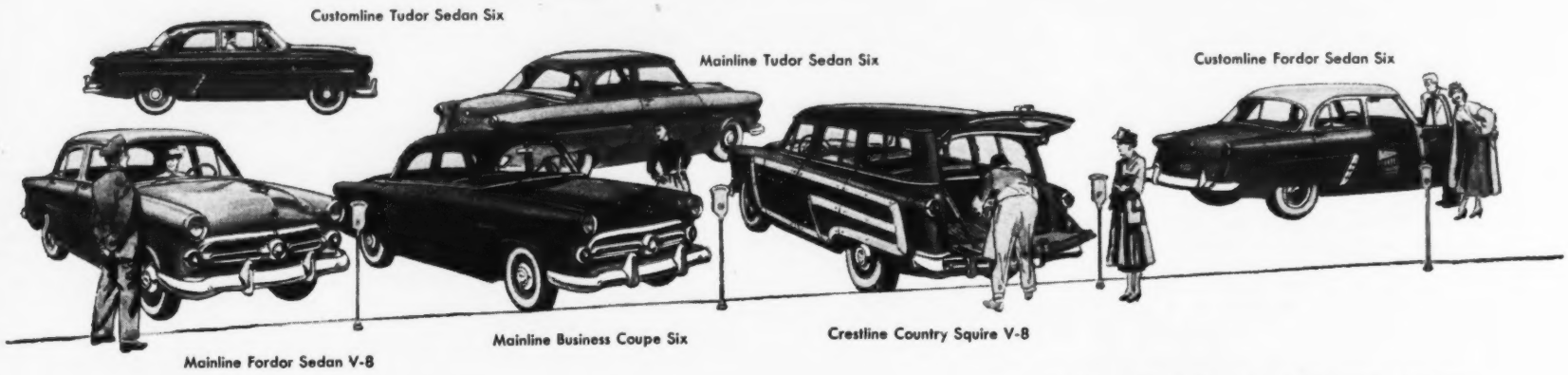


Auto Wage Earners



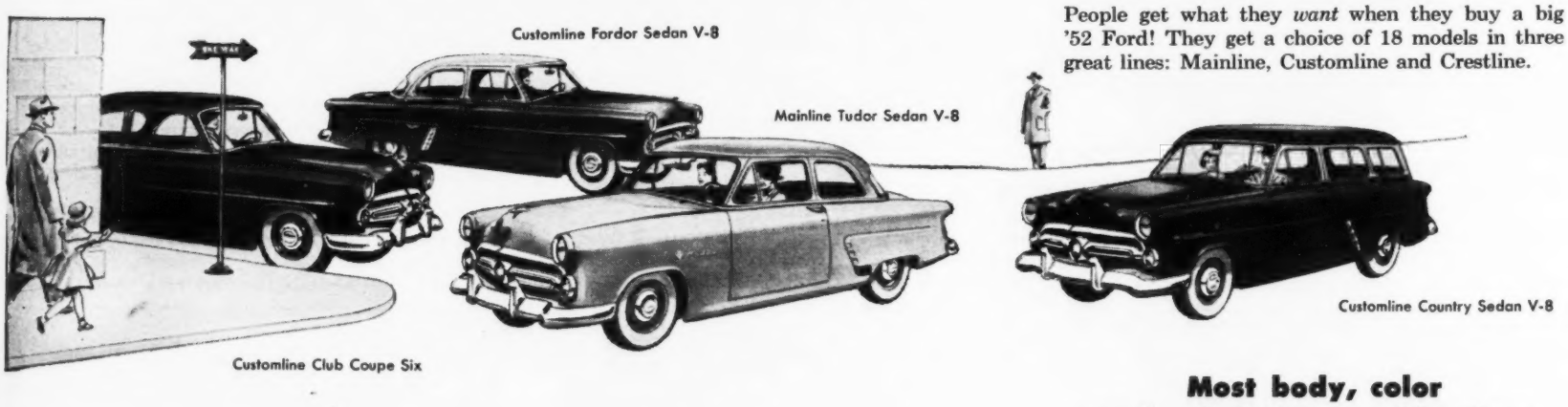
WIDEST SELECTION in the low-price field

And FORD Dealers have it!



18 models to choose from

People get what they *want* when they buy a big '52 Ford! They get a choice of 18 models in three great lines: Mainline, Customline and Crestline.



Most body, color and upholstery combinations

No other low-priced car offers such a wide selection. There are smart single colors . . . beautiful two-tone combinations . . . and a wide range of smart long-wearing upholstery fabrics.

2 great engines—3 great drives

Only Ford in its field offers a choice of 2 high-compression engines: the 110-h.p. Strato-Star V-8 or the 101-h.p. Mileage Maker Six . . . a choice of Fordomatic Drive, Overdrive and Conventional Drive.

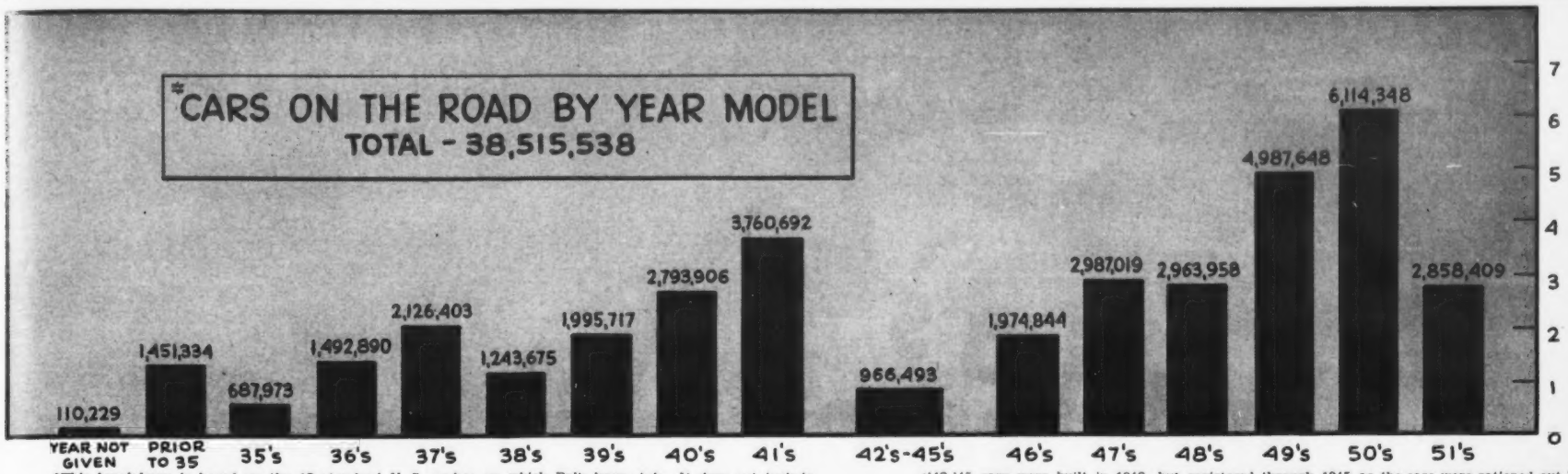
'52 FORD offers the widest selection of Station Wagons, too!

Here's another of the many reasons why

"It's GREAT to be a FORD Dealer!"

FORD Division of FORD MOTOR COMPANY

White sidewall tires (if available), Fordomatic and Overdrive, two-tone color combinations on Mainline Ranch Wagon and on Customline Sedans and Coupes optional at extra cost. Equipment, accessories and trim subject to change without notice.



*This breakdown is based on the 17 standard U. S. makes on which Polk keeps tab. It does not include foreign cars.

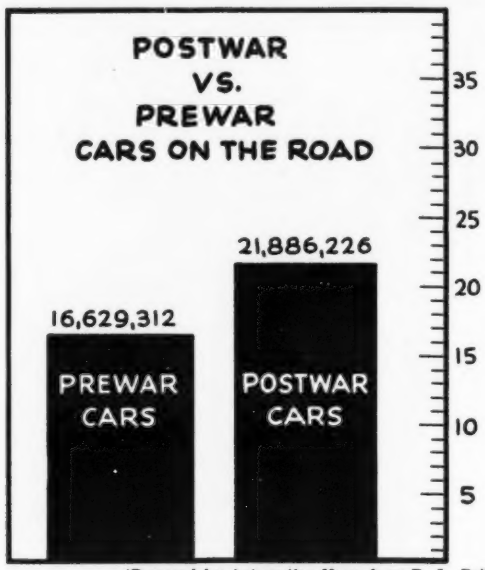
('42-'45 cars were built in 1942, but registered through 1945 as the cars were rationed out.)
(Prepared by Automotive News from R. L. Polk & Co. figures as of July 1, 1951)

State of the Nation's Private Car Pool

HOW is the nation's fleet of private cars faring? The man in the street, the planners in Washington, the auto builders and dealers throughout the country all have different viewpoints and different ideas.

Those in the cities dodging congested traffic have a far different view of cars than those in the suburbs, who found a more pleasant life through use of the car.

Those in the cities of the East near public transit systems have a different view than those in the West



(Prepared by Automotive News from R. L. Polk & Co. figures as of July 1, 1951)

(This breakdown is based on the 17 standard U. S. makes on which Polk keeps tab. It does not include foreign cars.)

and Southwest, where the population is scattered, distances long and public transit systems inadequate or nonexistent.

The New Yorker who walks out of an apartment, into a subway hole and out to an office building can't appreciate cars as does a plumber in Texas who thinks little of driving several hundred miles in performing a day's work.

* * *

BUT whatever the viewpoint, the fact is that the great population movements in this country are toward the West and toward the suburbs.

Industry is decentralizing toward areas offering more room, and so are people.

The automobile has made this possible, and in turn the people have become more and more dependent on the automobile.

And at the same time the population of the nation is growing apace. It rose 15 percent in the decade to 1950, and it is estimated that it will be 175,000,000 by 1960. Households were up 25 percent to 43,500,000 by 1950; by 1960 they are expected to total 53,000,000. Employment increased 30 percent to 61,500,000 by 1950 and is expected to total 70,000,000 by 1960.

In view of that, does the record number of 40,767,855 cars on the road indicate that cars are running out of the nation's ears?

Or does it mean instead that the car population is growing with America and helping promote that growth toward an even greater future?

* * *

IN CHART form on this page, Automotive News is seeking to show up some of the facts about the cars on the road. It is not possible to give a complete breakdown of all of the 40,767,855 cars on the road. However, R. L. Polk & Co. is able to provide the breakdown for the 38,515,538 cars of the 17 standard makes. These do not include the relatively few foreign makes and cars no longer in production—most of which have outlived their usefulness.

So the breakdown in Chart 1 gives a good picture of the present car fleet by years.

Chart 2 shows that there are 16,629,312 prewar cars versus 21,886,226 postwar cars. By and large, the postwar cars may be considered to hold potential for many more years of transportation.

However, the youngest of the prewar cars are now 10 years old and, while many of them can be kept going by hook or crook, they cannot be depended on in event of another emergency that would shut off car production.

* * *

IN THE year ended July 1, 1951, a record 3,711,820 cars were scrapped. Some say that this was the result of the record new-car production in 1950 and the high production in 1951; that the high scrappage rate will not continue in this year of 1952 when it appears that new-car production will be held near the 4,000,000 figure.

However, other astute observers point out that it was not the high new-car production that forced the record number of cars off the road but rather the fact that there was and is a high percentage of old cars on the road. They expect scrappage to continue at high rates through 1952 and until prewar vintage cars are gone.

The independent Brookings report on the automobile, made for the U. S. government in 1951, has this comment:

"The older cars which have continued during recent years to provide service beyond their normal life expectancy are now beginning to be scrapped at a very rapid rate (this was before the figures on the record scrappage of 1951 were available).

(See Car Pool, Page 106, Col. 5)

ANNUAL SCRAPPAGE RATES BY AGE OF CAR[1]

Age of car (years)	Prewar (1935-41 average)	Year ending July 1— 1947	1948	1949	1950
2-3	0. 92				
3-4	1. 30				
4-5	1. 41				
5-6	1. 95				
6-7	3. 10	0. 53			
7-8	5. 70	2. 17	1. 96		
8-9	10. 00	1. 94	. 64		0. 70
9-10	14. 00	3. 28	1. 43		1. 24
10-11	17. 90	2. 54	1. 01		1. 81
11-12	21. 00	3. 53	3. 57	0. 84	3. 48
12-13	24. 00	4. 90	4. 77	2. 47	8. 08
13-14	27. 50	5. 29	6. 41	3. 48	11. 90
14-15	29. 90	6. 42	8. 38	6. 10	16. 83
15-16	32. 00	5. 98	10. 39	10. 40	21. 12
16-17	33. 00	4. 79	8. 38	13. 99	25. 59
17-18	34. 00				
All other	37. 00	7. 02	12. 26	15. 00	23. 75

[1] Source: Courtesy of the Ford Motor Co.

—from Brookings Report on Auto—1951.

GROWTH OF U. S. POPULATION BY REGIONS

Region	Number of persons 1950 [1]	1940 [2]	Increase Total	Percent
New England	9, 255, 647	8, 437, 290	818, 357	9. 7
Middle East	35, 464, 220	32, 192, 301	3, 271, 919	10. 2
Southeast	31, 592, 253	28, 261, 829	3, 330, 424	11. 8
Southwest	11, 323, 893	9, 782, 337	1, 541, 556	15. 8
Central	39, 749, 300	35, 741, 575	4, 007, 725	11. 2
Northwest	7, 936, 537	7, 410, 435	526, 102	7. 1
Far West	14, 523, 742	9, 843, 509	4, 680, 233	47. 5
Total United States	149, 855, 592	131, 669, 295	18, 186, 317	13. 8

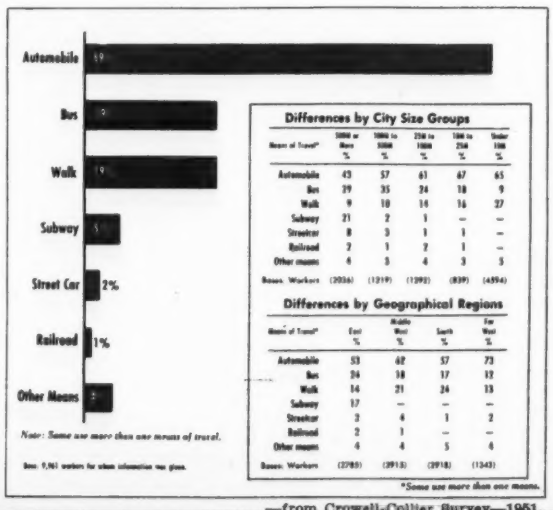
[1] U. S. Department of Commerce, Bureau of Census, Preliminary Counts, Series PC-3, No. 10, Feb. 16, 1951.
[2] Automotive News (1951 Almanac issue), p. 88.

—from Brookings Report on Auto—1951.

HOW THEY TRAVEL TO WORK

"What means of travel does each (worker) use to get to work or business?"

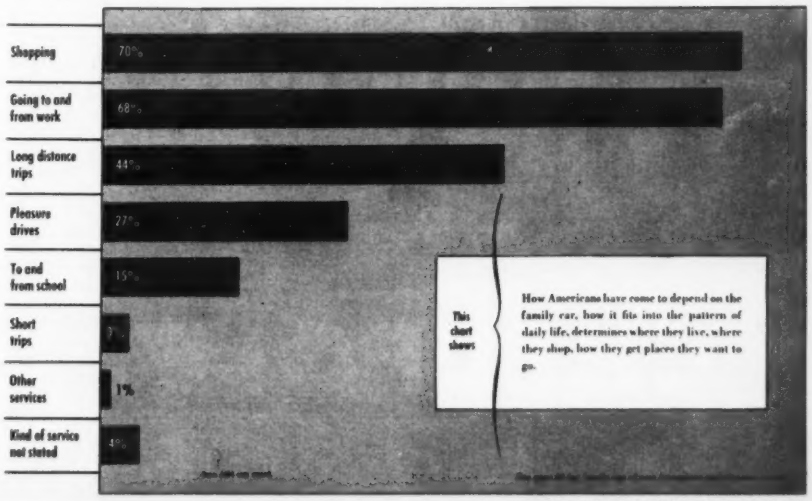
The automobile is the primary means of transportation used by employed persons going to their jobs. Of all the workers in all the homes (non-owners as well as owners of cars), 59% of the workers use a car to get to work, and 68% of the cars are used for this purpose. No other means of travel approaches this proportion. This essential use of automobiles ranges from 43% in the largest cities, where other means of travel are more available, to 65% in smaller places; from 53% in the East to 73% in the Far West.



—from Crowell-Collier Survey—1951.

FAMILY USE OF CARS

"For what kind of service is the car used?"



—from Crowell-Collier Survey—1951.

America's LEADING franchise

America's LEADING dealers

. . . because, among other reasons,

more people buy Chevrolets than any other car!

CHEVROLET

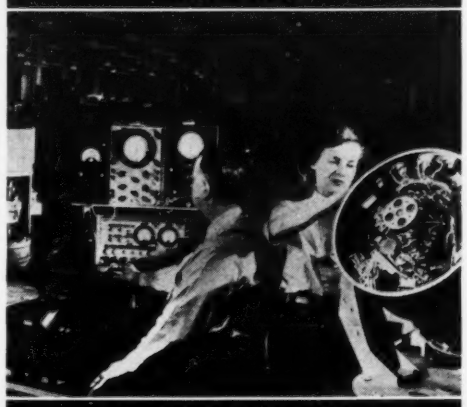
CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

Cargo planes — Kaiser-Frazer

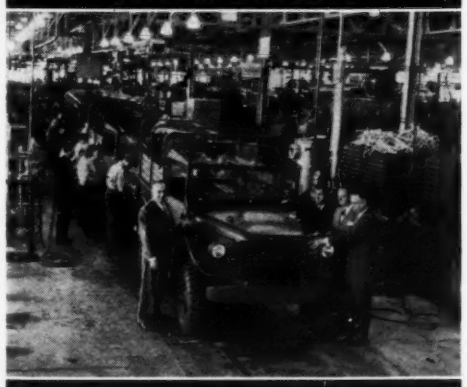
T-43 heavy tanks — Chrysler Corp.

Eager Beavers — Reo

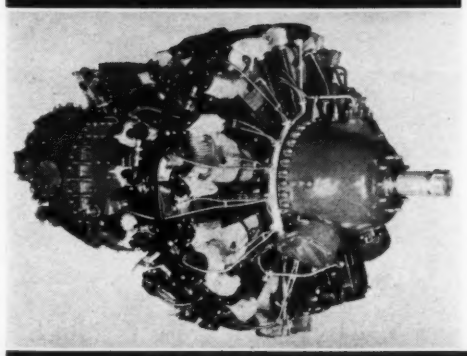
Jeeps — Willys



Plane instruments — GM



Cargo vehicles — Chrysler Corp.



R-2800 engines — Nash

$7 Billion in Defense Orders for Vehicle Makers

Brockway—Replacement parts. **Value $85,000**

Chrysler Corp.—Military trucks; J-48 jet engines; Grumman Albatross hulls; M-48 medium tanks; T-43 heavy tanks; tank engines; propellers; range finders; major wing and tail sections for Douglas Globemaster planes. **Value Over $1,000,000,000**

Crosley—Marine and stationary engines; snow vehicles; trailers; bomb shackles and mounting bases.

Diamond T—M-52 6 by 6 5-ton trucks.

Divco—Military vehicle components. **Value Almost $1,000,000**

Federal—Military trucks and parts.

Ford Motor Co.—Trucks and buses; R-4360 reciprocating engines; J-40 and J-57 jet engines; medium tanks; tank engines; B-47 wings; bazooka rockets; aircraft fuel injection systems; research on special weapons. **Value Over $1,000,000,000**

General Motors—J-65, J-33, J-35, T-38, T-40 and R-3350 aircraft engines; F-84 and Grumman-designed airplanes; light and medium tanks; self-propelled gun carriages; tank transmissions and components; shells; rockets; cargo carriers; guns; trucks; engines; diesel engines; aircraft engine components; electronic equipment; fire-control systems; propellers; parts. **Value About $3,000,000,000**

Hudson—B-57 fuselages and tails; components for R-3350 engines; B-47 forward fuselage sections.

International—5-ton trucks; armored personnel carriers; rifles; crawler tractors; cartridge case discs; needle bearings; fuses; airplane landing wheels, brakes and struts. **Value Over $500,000,000**

Kaiser-Frazer—C-118 and C-123 cargo aircraft; R-1300 reciprocating engines; components for Navy P2V patrol bombers and parts for B-52. **Value Over $500,000,000**

Mack—Trucks; axles; tank components. **Value About $107,000,000**

Nash—R-2800 reciprocating engines.

Packard—J-47 jet engines; diesel engines. **Value Over $400,000,000**

Reo—Trucks; truck engines; research. **Value Over $300,000,000**

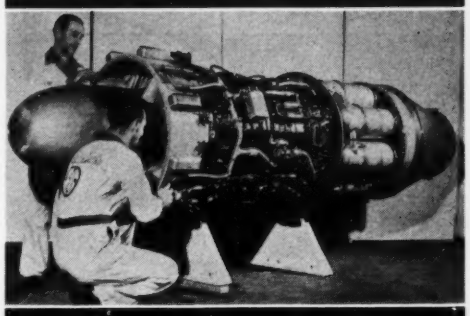
Studebaker—Trucks; J-47 jet engines.

White—Trucks; truck engines; trailers; T-36 wing assemblies; tank components. **Value About $43,000,000**

Willys—Jeeps; engines; J-47 components; mine detectors; shell cases; landing gears; flight detectors. **Value Over $200,000,000**

Industry Total—Over $7,000,000,000

Tail sections — Chrysler Corp.



J-47 jet engines — Packard, Studebaker

2½-ton trucks — Studebaker

Tanks — Chrysler, Fisher, Ford

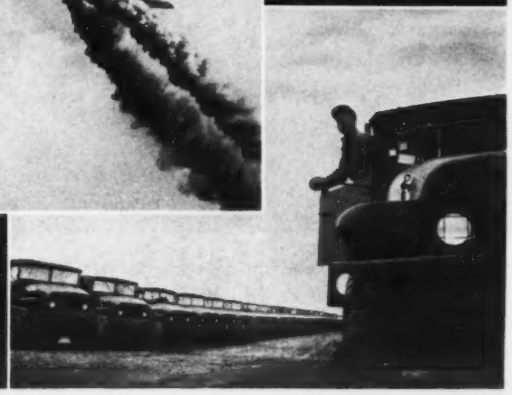
T-41 light tanks — GM

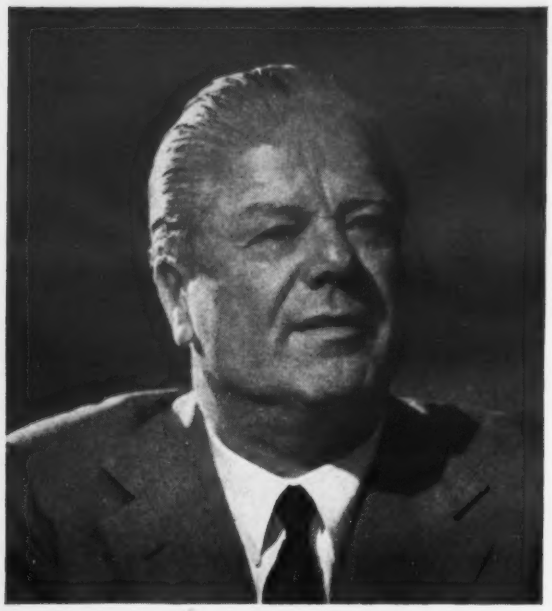
Bazooka rockets — Ford

Bazooka rockets — GM

B-47 wings—Ford

6 by 6 trucks — GM

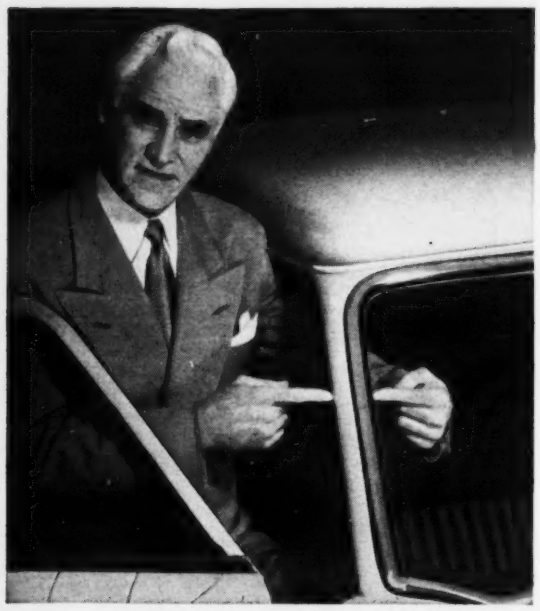




World's most honored car designer, Pinin Farina, styles his first American car—The Nash Golden Airflyte. Its low, sweeping "continental look" is receiving enthusiastic praise from coast-to-coast!

New single control on improved Weather Eye Conditioned Air System takes place of usual three or four knobs. The Weather Eye fresh air intake is part of the new body design.

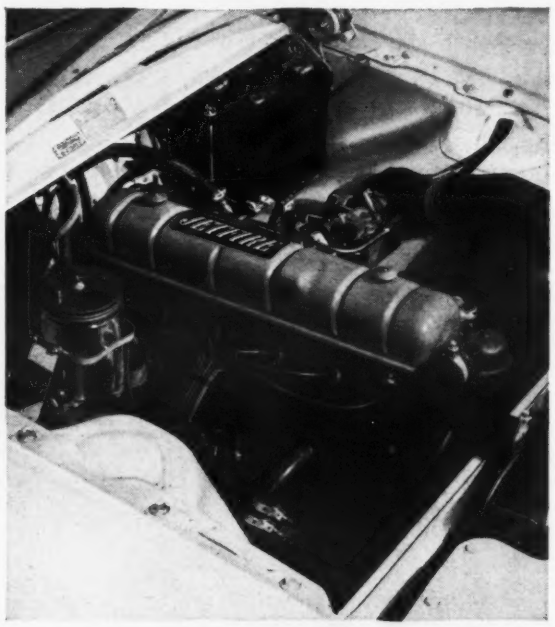
Just lift a finger to open the door. This brilliantly designed new door handle eliminates any protrusion which might snag sleeves or clothing and also makes "freezing-up" of locks a thing of the past.



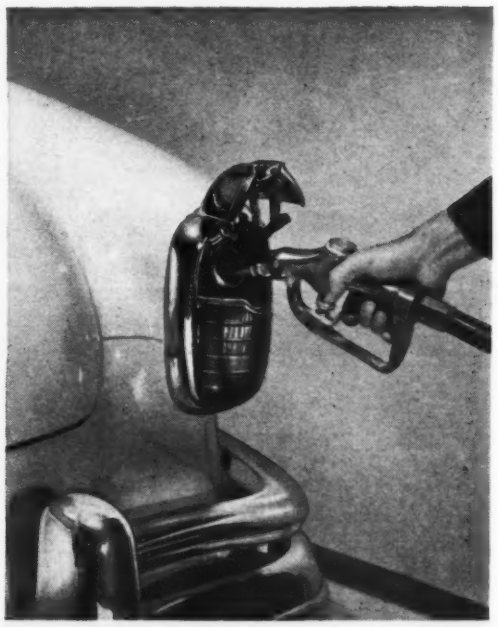
Look how narrow! Front pillars are slimmed down 40%. This, with the new lower hood and 44% larger windshield area, gives the driver a new, safer view of the road, eliminates blind spots. Glare-free, tinted Solex glass all-around is available.

Now a full foot wider! Nash Twin Beds are now wider, more comfortable. This feature, originally designed for outdoorsmen, has become immensely popular with families having young children. The right-hand bed can be made up for daytime naps for youngsters or for sound sleeping on long night trips. It's a favorite feature with doctors, too—for emergency ambulance service! It takes less than 30 seconds to transform into Twin Beds.

Now it's double for the Airliner Reclining Seat. This wonderful comfort feature, exclusive with Nash, is now available on *both* front seats—adjustable to many different positions. And now the Ramblers have this popular plus-feature, too.

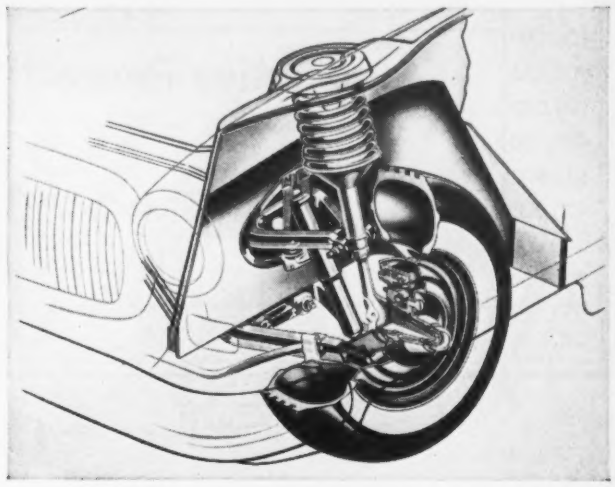


New Direct-Draft horizontal carburetion makes the new Super-Jetfire engine an even hotter, better balanced performer than last year's stock car speed record holder. Dual-Range Hydra-Matic is optional.



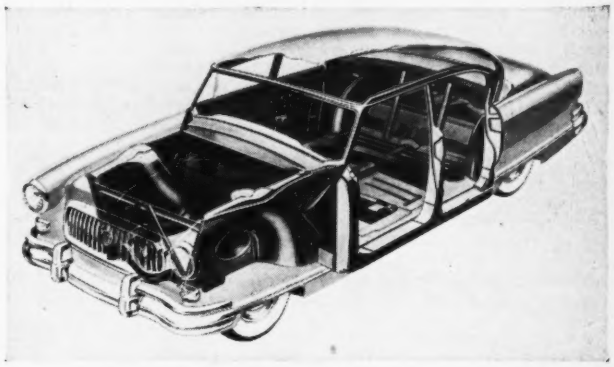
Concealed gas filler! The new Nash gas tank intake is concealed by the tail-light, eliminating the usual hinged door in the fender. Traditional Nash economy means fewer fillings, too!

Deep-set windshield, with the widest seats and the greatest eye-level visibility ever built in to one automobile, give a completely new conception of luxury and spaciousness. Rear pillars are rakishly slanted.



New Airflex Front Suspension, made possible only with exclusive Nash Airflyte Construction, means the smoothest, quietest ride you've ever known—and a new thrill in ease of handling and steering.

Yes the best things today come from Nash



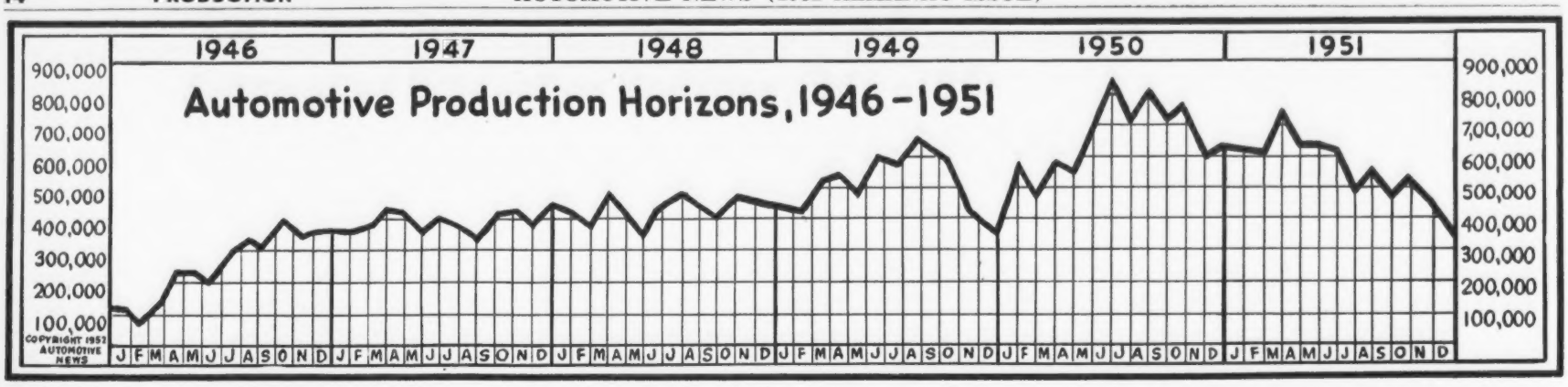
Stronger, Safer! That's Airflyte Construction, the modern, Nash-pioneered way to build a car. Body and frame are one welded unit, eliminating all body-bolt rattles.

A decorator's dream come true! Famed Madame Hélène Rother selected the new fabrics and color schemes for The Golden Airflyte. Look at the width of that seat!

Nash Golden Airflytes

THE AMBASSADOR • THE STATESMAN • THE RAMBLER

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.



Automotive News Production Estimates, Makes and Years, 1937-1951

	CHRYSLER				GENERAL MOTORS					FORD			KAISER-FRAZER		NON-AFFILIATED							Grand Total
Year	Chrysler	DeSoto	Dodge†	Plymouth†	Buick	Cadillac LaSalle	Chevrolet†	Oldsmobile	Pontiac	Ford†	Lincoln	Mercury	Frazer	Kaiser**	Crosley†	Hudson	Nash	Packard	Studebaker†	Willys†	Miscellaneous†	
1951*	162,916	120,412	488,360	621,013	404,695	103,272	1,544,216	285,634	343,795	1,218,115	25,387	238,854	...	99,118	5,598	93,327	160,859	76,075	274,384	125,022	355,924	6,746,976
1950*	164,697	126,664	454,418	569,871	552,827	110,535	2,015,158	396,757	467,655	1,532,920	35,485	334,081	10,217	136,694	8,181	143,006	189,543	72,098	318,468	86,958	155,092	8,002,433
1949*	141,241	105,846	444,746	574,447	398,482	81,545	1,493,501	282,885	333,955	1,085,783	33,132	203,339	6,461	51,534	9,707	142,462	142,592	104,593	291,875	82,847	239,015	6,249,988
1948*	118,937	93,591	412,687	375,803	275,504	66,209	1,165,678	194,755	253,469	850,856	43,688	154,702	59,193	122,123	32,637	143,697	118,621	98,898	234,004	137,332	323,908	5,276,292
1947*	109,415	80,427	394,729	353,689	267,830	59,436	1,031,338	191,418	223,015	849,497	29,275	124,612	72,025	72,465	26,182	103,780	113,315	52,273	191,451	119,473	327,994	4,793,639
1946*	77,075	62,431	285,581	239,824	156,080	28,444	667,250	114,674	131,538	572,116	13,477	70,946	...	...	5,008	94,312	98,769	42,102	120,763	77,988	15,405	2,873,783
1945*	367	947	42,189	2,265	2,482	1,142	94,815	3,498	5,606	92,589	569	2,848	...	...	...	5,047	6,148	2,977	1,309	1,824	4,321	270,943
1942*	6,028	4,196	11,863	25,184	16,402	2,874	45,180	11,753	14,358	32,307	1,276	4,426	...	...	1,029	6,476	5,500	5,771	8,834	1,944	476	205,877
1941	136,325	93,575	357,608	500,383	316,251	58,526	1,295,952	233,110	278,581	922,984	18,401	104,308	...	...	2,289	79,529	79,535	72,877	133,855	29,300	395,610	5,108,992
1940	123,311	88,680	297,829	549,832	311,403	41,704	1,130,518	216,255	239,402	805,960	27,378	93,472	...	...	422	87,900	64,256	76,927	124,272	26,578	384,090	4,692,338
1939	72,284	58,465	244,238	381,070	231,219	38,506	931,669	160,551	169,320	746,887	21,565	89,235	...	...	2,017	82,161	65,859	76,366	111,552	24,372	293,065	3,732,608
1938	49,936	38,076	169,632	313,106	180,456	28,285	694,188	96,671	104,795	561,554	19,722	18,682	...	...	...	56,280	32,017	50,260	52,605	24,083	165,429	2,655,777
1937	126,260	92,040	379,626	526,066	232,648	44,736	1,189,779	217,789	232,648	1,095,984	34,645	...	...	...	...	102,362	87,987	108,553	91,317	73,928	380,197	5,016,565

*U. S. production only. **Includes Henry J. †Includes trucks. (1945 totals include civilian truck output only.)

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1951 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	89,344	112,050	128,825	330,219	125,477	127,413	134,382	717,491	85,260	104,882	76,678	984,311	92,854	83,919	63,947	1,225,031
Chrysler	9,439	15,471	18,424	43,334	15,517	18,643	17,706	95,200	11,508	13,046	11,019	130,773	12,218	11,876	8,049	162,916
DeSoto	5,430	9,554	10,305	25,289	11,741	14,471	13,403	64,904	9,782	11,878	8,146	94,710	9,063	9,737	6,902	120,412
Dodge	21,504	30,312	36,126	87,942	35,420	31,677	35,822	190,861	20,145	28,018	19,095	258,119	24,005	22,104	16,462	320,690
Plymouth	52,971	56,713	63,970	173,654	62,799	62,622	67,451	366,526	43,825	51,940	38,418	500,709	47,568	40,202	32,534	621,013
FORD MOTOR CO.	116,823	107,777	131,772	356,372	110,389	107,928	98,779	673,468	87,122	94,325	74,753	929,668	93,638	86,648	55,147	1,165,101
Ford	90,503	83,398	104,463	278,364	84,339	83.149	76,564	522,416	67,138	73,598	56,216	719,368	70,663	64,296	46,533	900,860
Lincoln	3,315	1,979	2,724	8,018	2,549	2,492	2,327	15,386	2,200	2,582	1,943	22,111	2,390	28	858	25,387
Mercury	23,005	22,400	24,585	69,990	23,501	22,287	19,888	135,666	17,784	18,145	16,594	188,189	20,585	22,324	7,756	238,854
GENERAL MOTORS	210,689	212,803	249,962	673,454	199,175	208,437	206,174	1,287,240	176,028	175,526	161,764	1,800,558	176,229	154,076	124,634	2,255,497
Buick	35,841	42,224	42,986	121,051	35,986	37,587	37,097	231,721	30,067	31,320	30,053	323,161	33,024	27,549	20,961	404,695
Cadillac	10,300	9,330	10,054	29,684	8,609	8,987	8,858	56,138	8,577	9,364	7,763	81,842	8,770	7,574	5,086	103,272
Chevrolet	109,761	101,340	123,699	334,800	98,798	103,482	102,534	639,614	90,729	84,385	78,188	892,916	84,741	75,595	64,849	1,118,101
Oldsmobile	20,597	28,466	36,120	85,183	25,398	26,401	26,339	163,321	21,640	22,860	20,213	228,034	23,540	19,923	14,137	285,634
Pontiac	34,190	31,443	37,103	102,736	30,384	31,980	31,346	196,446	25,015	27,597	25,547	274,605	26,154	23,435	19,601	343,795
KAISER-FRAZER	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
CROSLEY	977	795	725	2,497	402	182	198	3,279	240	313	252	4,084	314	233	159	4,790
HUDSON	19,785	16,690	18,814	55,289	11,473	5,269	1,208	73,239	1,308	3,065	3,447	81,059	6,952	789	4,527	93,327
NASH	10,769	11,746	19,835	42,350	16,684	17,077	15,172	91,283	5,592	16,235	13,799	126,909	12,409	9,847	11,694	160,859
PACKARD	7,432	8,604	9,260	25,296	7,382	6,879	6,433	45,990	3,975	5,714	4,454	60,133	4,570	7,031	4,341	76,075
STUDEBAKER	26,779	19,064	25,205	71,048	19,959	19,922	16,455	127,384	15,920	19,198	15,881	178,383	19,552	10,085	14,550	222,570
WILLYS-OVERLAND	3,652	2,978	3,103	9,733	3,329	2,389	1,306	16,757	1,050	1,765	1,786	21,358	1,917	2,176	2,775	28,226
TOTAL CARS, U. S.	500,559	507,125	607,500	1,615,184	506,253	500,868	484,152	3,106,457	381,619	426,702	357,426	4,272,204	413,871	359,682	284,837	5,330,594

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1951 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	41,244	33,258	43,031	117,533	44,045	46,052	43,575	251,205	37,242	32,610	27,800	348,857	29,290	26,716	21,252	426,115
CROSLEY	76	82	81	239	53	55	31	378	50	53	77	558	64	85	51	758
DIAMOND T	858	888	745	2,491	680	603	586	4,360	575	563	542	6,040	588	517	562	7,707
DIVCO	480	341	391	1,212	369	412	438	2,431	321	407	319	3,478	381	238	277	4,374
DODGE	11,170	14,620	14,052	39,842	14,825	15,592	16,926	87,185	13,717	14,810	12,326	128,038	12,563	14,702	12,367	167,670
FEDERAL	198	137	189	524	200	186	265	1,175	305	306	201	1,987	254	181	202	2,624
FORD	27,408	24,121	34,145	85,674	32,599	32,643	30,567	181,483	25,097	27,878	25,354	259,812	21,250	20,453	15,740	317,255
GMC	12,177	10,819	12,680	35,676	11,153	12,317	11,164	70,310	9,007	9,850	9,681	98,848	10,663	9,618	8,943	128,072
INTERNATIONAL	16,772	14,475	16,578	47,825	12,805	13,941	12,767	87,338	12,456	14,623	12,161	126,578	11,000	4,916	8,945	151,439
MACK	1,586	1,302	1,403	4,291	1,233	1,525	1,300	8,349	1,255	1,130	807	11,541	779	950	872	14,142
REO	1,408	1,378	1,149	3,935	1,616	1,399	1,051	8,001	1,123	1,096	287	10,507	1,640	1,372	1,329	14,848
STUDEBAKER	3,964	3,246	3,872	11,082	4,150	4,448	4,187	23,867	4,574	5,119	4,594	38,154	5,870	3,509	4,281	51,814
WHITE	1,456	1,413	1,660	4,529	1,607	1,521	1,258	8,915	847	1,214	1,168	12,144	1,586	1,684	1,360	16,774
WILLYS-OVERLAND	6,403	6,003	8,003	20,409	8,266	8,419	7,548	44,642	6,027	11,172	9,480	71,321	9,705	8,280	7,490	96,796
MISCELLANEOUS	1,196	1,054	1,489	3,739	1,482	1,430	1,500	8,151	1,206	1,647	1,280	12,284	1,498	1,184	1,028	15,994
TOTAL TRUCKS, U. S.	126,396	113,137	139,468	379,001	135,083	140,543	133,163	787,790	113,802	122,478	106,077	1,130,147	107,131	94,405	84,699	1,416,382

1941 Cars and Trucks—U. S. and Canada Production Totals

	January	February	March	First Quarter	April	May	June	Second Quarter	First Half	July	August	September	Third Quarter	October	November	December	Fourth Quarter	1941 Total
Chevrolet†	129,020	128,457	134,967	392,444	143,024	133,371	136,374	412,769	805,213	133,346	24,327	68,873	226,546	98,591	92,293	73,309	264,193	1,295,952
Ford†	95,751	92,096	98,450	286,297	43,398	108,166	101,873	253,437	539,734	99,092	57,052	26,324	182,468	68,869	66,709	65,204	200,782	922,984
Plymouth†	61,260	56,882	53,485	171,627	54,977	58,003	49,120	162,100	333,727	20,530	14,235	35,059	69,824	39,229	33,900	23,703	96,832	500,383
Dodge†	34,490	33,985	37,845	106,320	39,540	34,399	39,060	112,999	219,319	33,571	11,109	18,254	62,934	26,513	26,457	22,385	75,355	357,608
Buick	36,312	34,459	36,207	106,978	37,972	34,451	36,674	109,097	216,075	31,562	‡	10,928	42,490	23,611	20,640	13,435	57,686	316,251
Pontiac	28,239	25,883	29,093	83,215	31,298	29,969	32,942	94,209	177,424	31,084	‡	9,236	40,320	24,665	23,029	13,143	60,837	278,581
Oldsmobile	25,726	23,409	25,945	75,080	27,037	26,218	27,285	80,540	155,620	22,168	‡	9,951	32,119	17,836	16,736	10,799	45,371	233,110
Chrysler	14,978	14,229	15,935	45,142	16,815	15,697	15,709	48,221	93,363	11,885	797	8,517	21,199	10,388	6,124	5,251	21,763	136,325
Studebaker†	10,500	12,606	13,003	36,109	5,890	13,879	14,402	34,171	70,280	13,635	2,839	11,157	27,631	11,816	13,894	10,234	35,944	133,855
Mercury	13,290	12,100	12,537	37,927	7,988	12,232	11,081	31,301	69,228	10,387	3,369	1,211	14,967	7,653	7,216	5,244	20,113	104,308
DeSoto	10,796	10,078	10,365	31,239	11,064	10,941	10,921	32,926	64,165	8,831	748	4,550	14,129	7,190	4,341	3,750	15,281	93,575
Nash	6,969	7,936	9,112	24,017	10,615	9,889	8,520	29,024	53,041	‡	2,013	5,541	7,554	7,924	6,539	4,477	18,940	79,535
Hudson†	6,085	6,747	7,568	20,400	8,918	6,862	7,477	23,257	43,657	3,312	9,454	7,250	20,016	5,715	5,815	4,326	15,856	79,529
Packard	4,631	5,690	6,401	16,722	6,149	6,035	7,338	19,522	36,244	6,638	4,095	6,565	17,298	7,949	7,167	4,219	19,335	72,877
Cadillac	5,860	6,677	6,937	19,474	6,977	6,289	6,954	20,220	39,694	5,528	‡	2,429	7,957	3,975	4,396	2,504	10,875	58,526
Willys†	2,322	1,326	2,587	6,235	2,838	4,304	3,079	10,221	16,456	2,241	3,321	2,957	8,519	1,977	‡	2,348	4,325	29,300
Lincoln	2,767	2,397	1,630	6,794	1,253	2,212	2,087	5,552	12,346	300	‡	1,069	1,369	1,769	1,510	1,307	4,586	18,301
Miscellaneous†	35,077	34,375	31,811	101,263	34,103	32,438	35,382	101,923	203,186	34,787	31,434	18,880	85,101	35,699	37,126	36,880	109,705	397,992
TOTAL (U.S., Canada)	524,073	509,332	533,878	1,567,283	489,856	545,355	546,278	1,581,489	3,148,772	468,897	164,793	248,751	882,441	401,369	373,892	302,518	1,077,779	5,108,992

†Includes trucks. ‡Closed.

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WRITE FOR COMPLETE FACTS

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN

1950 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	100,750	.....	.....	100,750	.....	109,312	157,507	367,569	145,956	159,752	147,872	821,149	164,220	145,412	57,379	1,188,160
Chrysler	14,922	.....	.....	14,922	.....	17,091	20,903	52,916	19,185	18,890	20,936	111,927	22,934	18,526	11,310	164,697
DeSoto	10,964	.....	.....	10,964	.....	12,835	16,264	40,063	15,303	14,073	15,437	84,876	17,276	15,811	8,701	126,664
Dodge	28,235	.....	.....	28,235	.....	30,325	44,223	102,783	40,245	46,187	37,893	227,108	44,952	38,646	16,222	326,928
Plymouth	46,629	.....	.....	46,629	.....	49,061	76,117	171,807	71,223	80,602	73,606	397,238	79,058	73,429	21,146	569,871
FORD MOTOR CO.	114,356	116,604	139,966	370,926	135,731	144,905	154,981	806,543	126,384	150,451	141,037	1,224,415	151,876	70,464	109,931	1,556,686
Ford	88,793	90,563	109,143	288,499	103,648	109,637	118,256	620,040	99,485	114,778	111,015	945,318	121,527	40,399	79,876	1,187,120
Lincoln	2,687	2,338	3,490	8,515	2,893	3,217	3,061	17,686	2,875	3,445	2,587	26,593	2,617	2,699	3,576	35,485
Mercury	22,876	23,703	27,333	73,912	29,190	32,051	33,664	168,817	24,024	32,228	27,435	252,504	27,732	27,366	26,479	334,081
GENERAL MOTORS	220,851	210,760	258,683	690,294	249,566	243,119	313,913	1,496,892	263,635	299,501	245,775	2,305,803	268,376	215,964	258,214	3,048,357
Buick	38,184	36,064	48,616	122,864	46,533	46,734	54,164	270,295	47,254	54,157	44,176	415,882	45,399	48,037	43,509	552,827
Cadillac	3,719	5,061	9,162	17,942	7,620	9,452	11,307	46,321	11,642	13,335	10,341	81,639	11,761	10,068	7,067	110,535
Chevrolet	113,601	106,586	128,849	349,036	125,052	115,991	161,855	751,934	131,428	148,108	122,770	1,154,240	137,908	88,361	140,074	1,520,583
Oldsmobile	30,534	29,845	32,997	93,376	32,140	32,116	39,567	197,199	33,066	37,905	31,150	299,320	32,305	35,959	29,173	396,757
Pontiac	34,813	33,204	39,059	107,076	38,221	38,826	47,020	231,143	40,245	45,996	37,338	354,722	41,003	33,539	38,391	467,655
KAISER-FRAZER	3,703	.....	4,292	7,995	6,359	13,165	17,895	45,414	9,707	20,823	21,597	97,541	21,806	15,992	11,572	146,911
Frazer	3	.....	4,256	4,259	3,984	1,682	41	9,966	.....	53	93	10,112	88	17	.....	10,217
Kaiser	3,700	.....	36	3,736	2,375	11,483	17,854	35,448	9,707	20,770	21,504	87,429	21,718	15,975	11,572	136,694
CROSLEY	408	487	617	1,512	608	540	562	3,222	562	738	676	5,198	937	857	560	7,552
HUDSON	11,464	10,284	12,851	34,599	11,516	11,868	17,008	74,991	14,466	9,654	3,949	103,060	11,407	13,038	15,501	143,006
NASH	14,732	15,048	19,021	48,801	18,902	20,393	19,281	107,377	16,296	6,048	14,273	143,994	17,531	12,433	15,585	189,543
PACKARD	5,028	5,923	5,930	16,881	5,880	6,305	2,893	31,959	93	1,860	8,653	42,565	11,326	7,920	10,287	72,098
STUDEBAKER	23,743	21,750	25,732	71,225	22,468	26,619	28,845	149,157	19,721	29,311	22,411	220,600	8,326	18,177	21,042	268,145
WILLYS	121	122	2,747	2,990	4,260	4,650	4,458	16,358	4,185	3,716	3,520	27,779	3,566	3,605	3,102	38,052
TOTAL CARS U. S.	495,156	380,978	469,839	1,345,973	455,290	580,876	717,343	3,099,482	601,005	681,854	609,763	4,992,104	659,371	503,862	503,173	6,658,510

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1950 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	36,250	35,349	43,266	114,865	41,793	44,977	49,278	250,913	41,585	45,799	38,864	377,161	41,905	30,673	44,836	494,575
CROSLEY	36	30	35	101	27	33	38	199	28	57	103	387	64	46	72	569
DIVCO	329	360	365	1,054	350	420	356	2,180	217	582	468	3,547	440	406	414	4,807
DODGE	8,733	.....	.....	8,733	.....	10,252	16,192	35,177	15,212	17,411	13,401	81,201	15,993	13,631	16,665	127,490
FEDERAL	110	111	121	342	182	180	156	860	121	110	245	1,336	188	80	303	1,907
FORD	26,477	29,077	33,001	88,555	28,768	32,906	33,632	183,861	24,104	36,500	28,956	273,421	28,362	19,911	24,106	345,800
GMC	8,603	9,027	11,161	28,791	8,925	8,947	9,211	55,874	7,508	9,655	8,207	81,244	9,700	9,675	9,909	110,528
INTERNATIONAL	6,542	8,835	9,961	25,338	10,362	12,036	13,232	60,968	10,550	11,137	314	82,969	47	8,485	14,917	106,418
MACK	1,024	897	999	2,920	840	858	520	5,138	1,022	1,085	917	8,162	1,159	1,480	1,709	12,510
REO	206	240	311	757	238	377	604	1,976	786	1,404	1,077	5,243	1,614	1,085	1,426	9,368
STUDEBAKER	4,476	4,088	5,032	13,596	4,251	4,229	4,760	26,836	3,096	4,744	3,456	38,132	3,780	4,078	4,333	50,323
WHITE	868	895	1,198	2,961	1,103	1,238	1,330	6,632	1,054	1,244	1,425	10,355	1,638	1,138	1,507	14,638
WILLYS	2,736	84	3,575	6,395	4,866	4,029	4,284	19,574	3,867	4,469	4,750	32,660	5,107	5,289	5,850	48,906
MISCELLANEOUS	1,295	1,194	1,336	3,825	1,267	1,178	1,292	7,562	1,298	1,408	1,285	11,553	1,421	1,526	1,584	16,084
TOTAL TRUCKS, U. S.	97,685	90,187	110,361	298,233	102,972	121,660	134,885	657,750	110,548	135,605	103,468	1,007,371	111,418	97,503	127,631	1,343,923

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1949 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHRYSLER CORP.	80,406	42,949	75,150	198,505	92,566	88,944	111,964	491,979	111,925	132,191	131,118	867,213	126,719	62,716	59,319	1,115,967
Chrysler	12,196	5,273	8,878	26,347	12,188	10,991	14,318	63,844	15,674	16,414	18,611	114,543	17,108	2,322	7,268	141,241
DeSoto	8,412	4,971	6,916	20,299	9,927	8,693	11,607	50,526	10,982	11,217	12,822	85,547	11,998	2,287	6,014	105,846
Dodge	21,942	11,214	11,609	44,765	20,714	21,408	31,248	118,135	33,921	40,943	39,363	232,362	38,227	7,033	16,811	294,433
Plymouth	37,856	21,491	47,747	107,094	49,737	47,852	54,791	259,474	51,348	63,617	60,322	434,761	59,386	51,074	29,226	574,447
FORD MOTOR CO.	85,352	81,767	92,538	259,657	90,231	32,295	87,769	469,952	104,224	120,849	111,579	806,604	100,608	77,232	93,197	1,077,641
Ford	67,866	64,241	73,616	205,723	70,055	25,382	68,286	369,446	79,066	91,611	86,902	627,025	79,097	62,146	72,902	841,170
Lincoln	3,729	3,902	2,449	10,080	2,578	534	3,260	16,452	3,926	4,399	3,798	28,575	2,993	804	760	33,132
Mercury	13,757	13,624	16,473	43,854	17,598	6,379	16,223	84,054	21,232	24,839	20,879	151,004	18,518	14,282	19,535	203,339
GENERAL MOTORS	99,858	144,837	172,195	416,890	196,963	213,537	222,381	1,049,771	211,121	243,729	222,258	1,726,879	199,936	177,541	102,469	2,206,825
Buick	32,366	27,603	31,355	91,324	35,518	36,693	36,891	200,426	33,701	40,106	37,856	312,089	32,110	26,034	28,249	398,482
Cadillac	6,827	6,480	7,426	20,733	7,614	7,787	8,145	44,279	7,282	8,247	7,867	67,675	7,076	6,398	396	81,545
Chevrolet	31,401	67,653	85,092	184,146	98,455	111,828	116,615	511,044	109,871	126,070	113,498	860,483	108,007	96,177	45,291	1,109,958
Oldsmobile	20,177	19,450	21,892	61,519	24,986	25,372	27,432	139,309	27,029	31,095	28,607	226,040	24,620	20,899	11,326	282,885
Pontiac	9,087	23,651	26,430	59,168	30,390	31,857	33,298	154,713	33,238	38,211	34,430	260,592	28,123	28,033	17,207	333,955
KAISER-FRAZER	7,294	2,784	3,441	13,519	5,356	9,599	9,282	37,756	6,225	5,196	4,555	53,732	4,263	.....	.....	57,995
Frazer	2,938	997	946	4,881	230	98	784	5,993	393	69	5	6,460	1	.....	.....	6,461
Kaiser	4,356	1,787	2,495	8,638	5,126	9,501	8,498	31,763	5,832	5,127	4,550	47,272	4,262	.....	.....	51,534
CROSLEY	794	1,366	1,565	3,725	470	620	737	5,552	715	822	345	7,434	482	630	396	8,942
HUDSON	17,948	15,054	14,460	47,462	14,480	11,176	11,337	84,455	9,671	11,885	10,442	116,453	7,179	9,824	9,006	142,462
NASH	13,383	12,111	14,991	40,485	8,671	10,890	16,864	76,910	13,434	7,779	11,362	109,485	15,530	11,052	6,525	142,592
PACKARD	9,003	10,930	10,156	30,089	4,126	4,655	11,367	50,237	10,786	15,040	13,591	89,654	7,110	5,060	2,769	104,593
STUDEBAKER	13,375	14,286	18,975	46,636	18,464	20,121	20,996	106,217	14,694	19,586	26,009	166,506	23,340	22,494	16,062	228,402
WILLYS	3,318	2,389	1,365	7,072	1,768	2,962	4,166	15,968	3,425	3,027	3,241	25,661	3,612	1,507	2,094	32,874
TOTAL CARS, U. S.	330,731	328,473	404,836	1,064,040	433,095	394,799	496,863	2,388,797	486,220	560,104	534,500	3,969,621	488,779	368,056	291,837	5,118,293

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1949 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHEVROLET	37,856	35,922	40,831	114,609	36,571	34,721	34,851	220,752	29,233	31,939	29,524	311,448	27,588	21,579	22,928	383,543
CROSLEY	36	45	41	122	33	23	35	213	15	24	20	272	30	39	34	375
DIVCO	239	295	305	839	317	381	372	1,909	206	360	328	2,803	357	203	269	3,632
DODGE	17,549	15,068	16,289	48,906	12,557	12,181	11,693	85,337	10,961	11,903	11,494	119,695	11,221	9,206	10,191	150,313
FEDERAL	130	157	108	395	134	142	82	753	135	199	130	1,217	133	147	152	1,649
FORD	18,490	16,335	22,189	57,014	21,270	8,677	18,962	105,923	26,645	28,360	25,927	186,855	21,374	17,360	19,024	244,613
GMC	8,716	7,949	7,977	24,642	8,923	7,355	7,905	48,825	6,964	6,982	5,874	68,645	6,006	4,606	4,583	83,840
INTERNATIONAL	13,736	12,043	13,327	39,106	10,849	8,958	15,661	74,574	13,099	10,507	693	98,873	2,252	5,660	3,787	110,572
MACK	485	623	697	1,805	548	528	559	3,440	643	695	648	5,426	849	850	905	8,030
REO	299	407	330	1,036	326	224	287	1,873	256	389	383	2,901	258	207	234	3,600
STUDEBAKER	6,588	6,819	6,731	20,138	6,027	6,084	6,368	38,617	4,328	4,825	4,428	52,198	4,343	4,096	2,836	63,473
WHITE	921	813	897	2,631	746	517	710	4,604	279	771	605	6,259	790	865	793	8,707
WILLYS	6,581	6,084	4,192	16,857	5,440	3,187	4,292	29,776	3,760	2,915	3,201	39,652	4,101	3,195	3,025	49,973
MISCELLANEOUS	2,014	2,031	1,830	5,875	1,323	1,492	1,588	10,278	1,598	1,888	1,622	15,386	1,521	1,364	1,104	19,375
TOTAL TRUCKS, U. S.	113,640	104,591	15,744	333,975	105,064	84,470	103,365	626,874	98,122	101,757	84,877	911,630	80,823	69,337	69,865	1,131,695

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(1948 Output table is on Page 18)

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Percentage of Year's Total Output for Each Month, 1939-1951

Passenger Car Production, U.S. Only

	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	500,559	9.39	495,156	7.44	330,731	6.46	317,674	8.12	248,657	6.99	58,575	2.72	403,397	10.96	348,602	9.66	281,465	9.82	331,646	7.95
February	507,125	9.51	380,978	5.72	328,473	6.42	274,499	7.02	264,335	7.44	47,965	2.23	388,203	10.55	326,044	9.03	243,000	8.48	306,736	7.38
March	607,500	11.40	469,839	7.06	404,836	7.92	351,126	8.98	301,853	8.48	91,145	4.23	404,528	10.99	345,211	9.57	299,703	10.45	363,971	8.79
April	506,253	9.50	455,290	6.84	433,095	8.46	305,367	7.80	314,175	8.84	150,206	6.97	367,745	9.99	353,706	9.80	273,409	9.54	351,028	8.64
May	500,868	9.40	580,876	8.72	394,799	7.71	225,162	5.76	285,642	8.03	152,948	7.09	412,773	11.21	317,409	8.79	237,870	8.30	345,372	8.33
June	484,152	9.08	717,343	10.77	496,863	9.71	315,111	8.06	307,028	8.64	144,313	6.69	412,360	11.20	279,960	7.76	246,704	8.61	378,204	8.95
July	381,619	7.16	601,005	9.03	486,220	9.50	359,755	9.20	281,418	7.92	220,321	10.22	340,026	9.23	170,855	4.75	150,738	5.26	332,440	8.03
August	426,702	8.00	681,854	10.24	560,104	10.94	345,121	8.82	255,224	7.18	241,502	11.20	78,193	2.12	46,119	1.28	61,407	2.14	299,581	6.88
September	357,426	6.71	609,763	9.16	534,500	10.44	299,515	7.66	311,185	8.75	239,940	11.13	162,583	4.42	219,835	6.09	161,625	5.64	321,819	7.78
October	413,871	7.76	659,371	9.90	488,779	9.55	376,801	9.63	316,070	8.89	285,562	13.25	287,227	7.80	411,603	11.40	251,819	8.78	387,900	9.66
November	359,682	6.75	503,862	7.57	368,056	7.19	365,118	9.34	305,621	8.60	261,121	12.11	250,624	6.81	397,634	11.03	285,252	9.95	344,108	8.81
December	284,837	5.34	503,173	7.55	291,837	5.70	376,086	9.61	364,457	10.24	262,076	12.16	173,899	4.72	391,064	10.84	373,804	13.03	335,691	8.80
Total	5,330,594	100%	6,658,510	100%	5,118,293	100%	3,911,335	100%	3,555,665	100%	2,155,674	100%	3,681,558	100%	3,608,042	100%	2,866,796	100%	4,098,496	100%

Motor Truck Production, U.S. Only

	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	126,396	8.92	97,685	7.27	113,640	10.04	107,120	7.85	100,978	8.16	54,864	5.83	74,872	8.19	52,884	8.41	60,703	8.55	87,683	8.14
February	113,137	7.99	90,187	6.70	104,591	9.24	108,045	7.92	113,710	9.18	28,692	3.05	75,440	8.25	51,557	8.20	60,220	8.48	82,842	7.67
March	139,468	9.85	110,361	8.21	115,744	10.23	137,717	10.09	115,567	9.33	39,359	4.18	82,855	9.07	51,516	8.18	72,243	10.17	96,092	8.81
April	135,083	9.54	102,972	7.63	105,064	9.28	130,201	9.54	112,747	9.11	81,282	8.64	73,294	8.02	58,992	9.37	63,966	9.00	95,956	8.90
May	140,543	9.92	121,660	9.06	84,470	7.46	109,560	8.03	87,526	7.07	74,650	7.94	84,028	9.19	54,187	8.60	59,672	8.40	90,700	8.41
June	133,163	9.40	134,885	10.04	103,365	9.13	119,168	8.73	92,963	7.51	58,739	6.24	82,730	9.05	47,664	7.57	63,034	8.87	92,857	8.51
July	113,802	8.03	110,548	8.23	98,122	8.67	115,643	8.47	100,314	8.10	93,458	9.94	82,530	9.02	52,653	8.35	58,621	8.25	91,743	8.56
August	122,478	8.65	135,605	10.10	101,757	8.99	114,061	8.36	85,185	6.88	105,506	11.22	54,868	6.00	26,766	4.25	38,461	5.41	87,188	7.76
September	106,077	7.49	103,468	7.70	84,877	7.50	108,944	7.98	118,315	9.56	92,044	9.79	58,506	6.40	38,953	6.18	27,132	3.82	82,035	7.38
October	107,131	7.56	111,418	8.30	80,823	7.14	103,736	7.60	116,547	9.42	109,953	11.69	71,010	7.77	58,306	9.25	61,573	8.67	91,166	8.60
November	94,405	6.67	97,503	7.26	69,377	6.13	107,535	7.88	91,326	7.38	100,552	10.69	80,711	8.83	65,197	10.34	66,533	9.36	85,904	8.28
December	84,699	5.98	127,631	9.50	69,865	6.19	103,227	7.55	102,796	8.30	101,484	10.79	93,406	10.21	71,192	11.30	78,338	11.02	92,515	8.98
Total	1,416,382	100%	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,237,974	100%	940,583	100%	914,250	100%	629,867	100%	710,496	100%	1,076,681	100%

Combined Passenger Car and Truck Production, U. S. Only

	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	626,955	9.29	592,841	7.41	444,371	7.11	424,794	8.05	349,635	7.29	113,439	3.66	478,269	10.41	401,486	9.47	342,168	9.57	419,329	8.03
February	620,262	9.19	471,165	5.89	433,064	6.93	382,544	7.25	378,045	7.89	76,657	2.48	463,643	10.09	377,601	8.91	303,220	8.48	389,578	7.46
March	746,968	11.07	580,200	7.25	520,580	8.33	488,843	9.27	417,420	8.72	130,504	4.22	487,383	10.60	396,727	9.36	371,946	10.39	460,063	8.80
April	641,336	9.51	558,262	6.98	538,159	8.61	435,568	8.26	426,922	8.91	231,488	7.48	441,039	9.59	412,698	9.74	337,375	9.43	446,984	8.72
May	641,411	9.51	702,536	8.78	479,269	7.67	334,722	6.34	373,168	7.79	227,598	7.35	496,801	10.81	371,596	8.77	297,542	8.32	436,072	8.37
June	617,315	9.15	852,228	10.65	600,228	9.60	434,279	8.23	399,991	8.34	203,052	6.56	495,090	10.77	327,624	7.73	309,738	8.66	471,061	8.86
July	495,421	7.34	711,553	8.89	584,342	9.35	475,398	9.01	381,732	7.96	313,779	10.13	422,556	9.20	223,508	5.28	209,359	5.85	424,183	8.11
August	549,180	8.14	817,459	10.22	661,861	10.59	459,182	8.70	340,409	7.10	347,008	11.21	133,061	2.90	72,885	1.72	99,868	2.79	386,769	7.04
September	463,503	6.87	713,231	8.91	619,377	9.91	408,459	7.74	429,500	8.96	331,984	10.72	221,089	4.81	258,788	6.11	188,757	5.28	403,854	7.70
October	521,002	7.72	770,789	9.63	569,602	9.11	480,537	9.11	432,617	9.02	395,515	12.77	358,237	7.79	469,909	11.08	313,392	8.76	479,066	9.44
November	454,087	6.73	601,365	7.51	437,433	7.00	472,653	8.96	396,947	8.28	361,673	11.68	331,335	7.21	462,831	10.92	351,785	9.83	430,012	8.68
December	369,536	5.48	630,804	7.88	361,702	5.79	479,313	9.08	467,253	9.74	363,560	11.74	267,305	5.82	462,256	10.91	452,142	12.64	428,206	8.79
Total	7,746,976	100%	8,002,433	100%	6,249,988	100%	5,276,292	100%	4,793,639	100%	3,096,257	100%	4,595,808	100%	4,237,909	100%	3,577,292	100%	5,175,177	100%

1948 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	64,620	31,975	95,572	192,167	92,136	17,026	68,943	370,272	85,604	82,204	35,892	573,972	85,537	78,398	90,900	828,80
Chrysler	8,613	4,316	13,744	26,673	13,728	3,168	10,166	53,735	12,572	12,506	5,012	83,825	12,334	10,406	12,372	118,937
DeSoto	7,010	3,234	10,700	20,944	10,204	2,669	8,105	41,922	9,522	8,718	3,888	64,050	9,555	8,672	11,314	93,59
Dodge	19,701	9,650	26,761	56,112	25,725	6,473	19,781	108,091	23,659	21,070	10,624	163,444	23,706	25,488	27,838	240,47
Plymouth	29,296	14,775	44,367	88,438	42,479	4,716	30,891	166,524	39,851	39,910	16,368	262,653	39,942	33,832	39,376	375,80
FORD MOTOR CO.	65,498	64,022	35,101	164,621	9,302	26,276	54,505	254,704	63,873	77,674	89,591	485,842	87,055	85,653	88,905	747,45
Ford	51,077	52,003	33,357	136,437	848	12,098	33,217	182,600	43,617	56,925	67,081	350,223	64,811	65,205	68,826	549,06
Lincoln	1,390	609	961	2,960	2,582	3,660	5,582	14,784	4,199	1,368	5,089	25,440	6,092	5,917	6,239	43,68
Mercury	13,031	11,410	783	25,224	5,872	10,518	15,706	57,320	16,057	19,381	17,421	110,179	16,152	14,531	13,840	154,70
GENERAL MOTORS	124,920	123,703	155,339	403,962	136,494	111,924	116,043	768,423	140,400	145,171	127,433	1,181,427	137,112	127,435	119,952	1,565,92
Buick	22,445	23,794	26,303	72,542	21,216	21,504	20,034	135,296	24,384	24,410	22,183	206,273	20,494	18,040	30,697	275,50
Cadillac	2,103	2,005	7,183	11,291	5,778	6,536	5,417	29,022	6,908	6,745	6,250	48,925	5,899	3,278	8,107	66,20
Chevrolet	64,014	60,239	76,938	201,191	72,951	50,444	57,517	382,103	69,460	73,352	62,642	587,557	70,707	71,733	45,992	775,98
Oldsmobile	14,814	15,967	19,763	50,544	16,046	15,237	15,160	96,987	17,758	18,506	16,385	149,636	18,344	12,669	14,106	194,75
Pontiac	21,544	21,698	25,152	68,394	20,503	18,203	17,915	125,015	21,890	22,158	19,973	189,036	21,668	21,715	21,050	253,46
KAISER-FRAZER	20,676	13,387	10,748	44,811	13,828	18,146	17,117	93,902	17,758	12,571	14,611	138,842	15,670	15,903	10,901	181,31
Frazer	7,283	5,073	4,584	16,940	5,401	6,989	5,482	34,812	1,156	4,774	1,348	42,090	7,274	6,061	3,768	59,19
Kaiser	13,393	8,314	6,164	27,871	8,427	11,157	11,635	59,090	16,602	7,797	13,263	96,752	8,396	9,842	7,133	122,12
CROSLEY	1,560	2,115	2,722	6,397	2,950	2,908	3,265	15,520	3,111	3,701	3,002	25,334	754	340	1,465	27,89
HUDSON	7,950	11,136	12,658	31,744	11,997	12,667	14,420	70,828	11,568	531	8,110	91,037	15,049	18,427	19,184	143,69
NASH	11,102	8,908	12,554	32,564	12,363	11,261	13,310	69,498	16,339	879	2,888	89,604	7,225	9,086	12,706	118,62
PACKARD	5,336	3,414	8,757	17,507	9,269	8,868	10,126	45,770	8,272	6,928	3,914	64,884	10,547	11,554	11,913	98,89
STUDEBAKER	12,659	12,624	14,602	39,885	14,029	14,277	16,449	84,640	12,352	14,191	12,198	123,381	13,944	13,719	14,977	166,02
WILLYS	3,353	3,215	3,073	9,641	2,999	1,809	933	15,382	478	1,271	1,876	19,007	3,908	4,603	5,183	32,70
TOTAL CARS, U. S.	317,674	274,499	351,126	943,299	305,367	225,162	315,111	1,788,939	359,755	345,121	299,515	2,793,330	376,801	365,118	376,086	3,911,33

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1948 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	29,047	30,026	35,896	94,969	37,003	34,207	30,832	197,011	33,283	34,555	32,073	296,922	32,077	33,718	26,972	389,68
CROSLEY	549	345	252	1,146	146	206	269	1,767	205	156	257	2,385	90	45	153	2,67
DIAMOND T	1,223	1,109	1,259	3,591	1,295	1,079	1,249	7,214	1,121	911	1,047	10,293	1,036	783	571	12,68
DIVCO	615	575	630	1,820	636	625	682	3,763	425	500	653	5,341	616	223	205	6,38
DODGE	12,867	13,940	16,844	43,651	16,388	4,983	12,068	77,090	14,926	16,323	15,983	124,322	14,328	15,927	17,634	172,21
FEDERAL	755	466	473	1,694	423	335	295	2,747	209	273	272	3,501	131	141	125	3,89
FORD	19,957	22,281	35,583	77,821	33,593	30,609	30,322	172,345	27,768	26,095	18,829	245,037	18,751	18,700	19,303	301,79
GMC	6,773	5,465	7,831	20,069	7,571	6,422	7,805	41,867	8,753	9,394	9,118	69,132	8,903	8,560	6,082	92,67
HUDSON	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	....
INTERNATIONAL	14,628	14,393	16,467	45,488	15,879	14,519	15,816	91,702	15,155	8,107	13,108	128,072	10,553	13,129	15,030	166,78
MACK	1,573	1,397	968	3,938	1,128	995	872	6,933	1,016	959	964	9,872	961	553	637	12,02
REO	1,609	1,193	1,464	4,266	1,329	1,163	927	7,685	405	312	748	9,150	1,176	576	570	11,47
STUDEBAKER	6,320	6,361	6,635	19,316	1,665	2,842	6,748	30,571	5,087	6,142	5,841	47,641	6,817	6,342	7,183	67,98
WHITE	1,677	908	1,182	3,767	1,171	1,029	1,018	6,985	428	1,105	912	9,430	937	1,123	1,021	12,51
WILLYS	8,973	9,087	11,581	29,641	11,408	10,137	9,639	60,825	6,016	8,471	8,533	83,845	6,882	6,999	6,905	104,63
MISCELLANEOUS	554	499	652	1,705	566	409	626	3,306	846	758	606	5,516	478	716	836	7,54
TOTAL TRUCKS, U. S.	107,120	108,045	137,717	352,882	130,201	109,560	119,168	711,811	115,643	114,061	108,944	1,050,459	103,736	107,535	103,227	1,364,95

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Factory Sales and Wholesale Value—United States Plants

	PASSENGER CARS		MOTOR TRUCKS & BUSES		TOTAL	
	Number	Value‡	Number†	Value‡	Number	Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,783,987	2,640,064,519	516,947	452,123,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,815,417	2,576,489,623	543,342	437,132,258	4,358,759	3,013,621,881
1929	4,587,400	2,847,118,562	771,020	566,029,644	5,358,420	3,413,148,206
1930	2,784,745	1,645,398,523	571,241	389,436,690	3,355,986	2,034,835,213
1931	1,973,090	1,111,273,774	416,648	262,417,542	2,389,738	1,373,691,316
1932	1,135,491	618,291,168	235,187	136,193,336	1,370,678	754,484,504
1933	1,573,512	762,736,512	346,545	186,069,314	1,920,057	948,805,826
1934	2,177,919	1,147,116,195	575,192	320,143,667	2,753,111	1,467,259,862
1935	3,252,244	1,709,425,904	694,690	379,407,751	3,946,934	2,088,833,655
1936	3,669,528	2,015,646,217	784,587	462,820,474	4,454,115	2,478,466,691
1937	3,915,889	2,243,732,380	893,085	534,494,873	4,808,974	2,778,227,253
1938	2,000,985	1,236,802,411	488,100	334,147,530	2,489,085	1,570,949,941
1939	2,866,796	1,765,189,067	710,496	494,829,231	3,577,292	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,963,896,000	1,239,443	1,709,843,000	4,797,621	5,673,739,000
1948	3,909,270	4,853,402,000	1,376,274	1,858,210,000	5,285,544	6,711,612,000
1949	5,119,466	6,768,418,000	1,134,185	1,407,435,000	6,253,651	8,175,853,000
1950	6,665,863	8,633,272,000	1,337,182	1,747,480,000	8,003,045	10,380,752,000
1951*	5,326,400	7,300,000,000	1,426,000	2,271,000,000	6,752,400	9,571,000,000
TOTALS	100,035,019	$80,969,692,673	23,130,943	$26,202,196,331	123,165,962	$107,171,889,004

*Preliminary estimate.
NOTES: Military vehicles included during war years.
Prior to 1940 station wagons, ambulances, funeral cars and some school buses built on passenger-car chassis are included with motor trucks. In 1940 and later years such vehicles built on passenger-car chassis are included with passenger cars, but the number of units involved was relatively small.
Federal excise taxes excluded in all years.
†A substantial part of the trucks reported comprises chassis only, without bodies; hence, the value of bodies for these chassis is not included.
‡Actual values of passenger-car factory sales for 1943 and 1944 are not available. Value figures shown are approximations based on the average value per unit in 1942. While production of passenger cars ended in February, 1942, some vehicles remained in factory stocks to be sold under rationing orders in 1942-45.

Source: Automobile Manufacturers' Association.

Annual Percentage Change in Production Of Cars and Trucks

(United States and Canada)

Year	Passenger Cars	Motor Trucks	Total	Year	Passenger Cars	Motor Trucks	Total
1920	15.0%	16.6%	15.1%	1934	39.5 %	67.2 %	44.5 %
1921	—19.7%	—52.3%	—24.4%	1935	49.1 %	22.2 %	43.6 %
1922	55.0%	81.0%	57.2%	1936	12.3 %	1.05%	12.1 %
1923	58.4%	53.9%	58.0%	1937	7.1 %	15.8 %	8.7 %
1924	—12.0%	1.8%	—10.6%	1938	—47.7 %	—44.0 %	—47.2 %
1925	17.2%	28.3%	18.5%	1939	40.0 %	42.8 %	40.6 %
1926	2.0%	—0.04%	1.8%	1940	27.8 %	17.5 %	25.7 %
1927	—21.9%	—10.7%	—20.5%	1941	.9 %	42.7 %	8.8 %
1928	30.1%	18.5%	28.5%	1946	—41.45%	2.88%	—32.63%
1929	19.5%	40.4%	22.2%	1947	64.94%	31.62%	54.82%
1930	—39.3%	—27.4%	—37.6%	1948	10.00%	10.26%	10.07%
1931	—29.9%	—27.6%	—29.6%	1949	30.86%	—17.09%	18.45%
1932	—41.8%	—43.5%	—42.1%	1950	30.84%	17.13%	28.26%
1933	37.2%	46.2%	38.7%	1951	—20.10%	6.66%	—15.63%

(—) means decrease.

(Compiled by Automobile Manufacturers Assn.)

Production Versus Registrations By Makes for 1951

Passenger Cars

	Total 1951 Production	Percent of Total Production	Percent of Production Registered	Total 1951 Registrations	Percent of Total 1951 Registrations
CHRYSLER	1,227,893	23.02	89.86	1,103,330	21.80
Chrysler	162,916	3.05	91.73	149,435	2.95
DeSoto	120,412	2.26	93.55	112,643	2.23
Dodge	320,690	6.01	93.11	298,603	5.90
Plymouth	623,875	11.70	86.98	542,649	10.72
FORD	1,165,101	21.85	96.25	1,121,464	22.16
Ford	900,860	16.89	95.72	862,309	17.04
Lincoln	25,387	.48	101.69	25,816	.51
Mercury	238,854	4.48	97.69	233,339	4.61
GENERAL MOTORS	2,255,491	42.30	96.11	2,167,713	42.83
Buick	404,695	7.60	96.93	392,285	7.75
Cadillac	103,266	1.93	94.02	97,093	1.92
Chevrolet	1,118,101	20.96	95.43	1,067,042	21.08
Oldsmobile	285,634	5.35	95.74	273,472	5.40
Pontiac	343,795	6.46	98.26	337,821	6.68
KAISER	*99,118	*1.86	*128.78	*127,648	*2.53
CROSLEY	4,790	.09	110.73	5,304	.11
HUDSON	93,327	1.75	103.77	96,847	1.91
NASH	160,859	3.01	87.05	140,035	2.77
PACKARD	76,075	1.42	88.07	66,999	1.32
STUDEBAKER	222,570	4.17	92.34	205,514	4.06
WILLYS	28,226	.53	92.29	26,049	.51
TOTALS	5,333,450	100%	94.89	†5,060,903	100%

*Includes Henry J. †Includes miscellaneous registrations.

Commercial Cars

	Total 1951 Production	Percent of Total Production	Percent of Production Registered	Total 1951 Registrations	Percent of Total 1951 Registrations
CHEVROLET	426,115	30.08	82.22	350,344	34.90
CROSLEY	758	.06	57.26	434	.04
DIAMOND T	7,707	.54	58.49	4,508	.45
DIVCO	4,374	.31	85.78	3,752	.37
DODGE	167,670	11.84	63.58	106,600	10.62
FEDERAL	2,624	.19	38.41	1,008	.10
FORD	317,255	22.40	79.05	250,802	24.98
GMC	128,072	9.04	78.30	100,285	9.99
INTERNATIONAL	151,439	10.69	62.85	95,184	9.48
MACK	14,142	1.00	69.25	9,794	.98
REO	14,848	1.05	23.08	3,427	.34
STUDEBAKER	51,814	3.66	63.06	32,675	3.26
WHITE	16,774	1.18	73.09	12,260	1.22
WILLYS	96,796	6.83	25.10	24,292	2.42
MISCELLANEOUS	15,994	1.13	53.05	8,485	.85
TOTALS	1,416,382	100%	70.87	1,003,850	100%

Each Maker's Share of '51-'50 Commercial Car Output

(U. S. Production Only)

	Total Output, 1951	Pct. of 1951 Total	Total Output, 1950	Pct. of 1950 Total
CHEVROLET	426,115	30.08	494,575	36.80
CROSLEY	758	.06	569	04
DIAMOND T	7,707	.54	.....	....
DIVCO	4,374	.31	4,807	.36
DODGE	167,670	11.84	127,490	9.49
FEDERAL	2,624	.19	1,970	.15
FORD	317,255	22.40	345,800	25.74
GMC	128,072	9.04	110,528	8.23
INTERNATIONAL	151,439	10.69	106,418	7.92
MACK	14,142	1.00	12,510	.93
REO	14,848	1.05	9,368	.70
STUDEBAKER	51,814	3.66	50,323	3.74
WHITE	16,774	1.18	14,638	1.08
WILLYS-OVERLAND	96,796	6.83	48,906	3.63
MISCELLANEOUS	15,994	1.13	16,084	1.20
Total Trucks, U. S.	1,416,382	100.00	1,343,923	100.00

Each Makers' Share of '51-'50 . . .

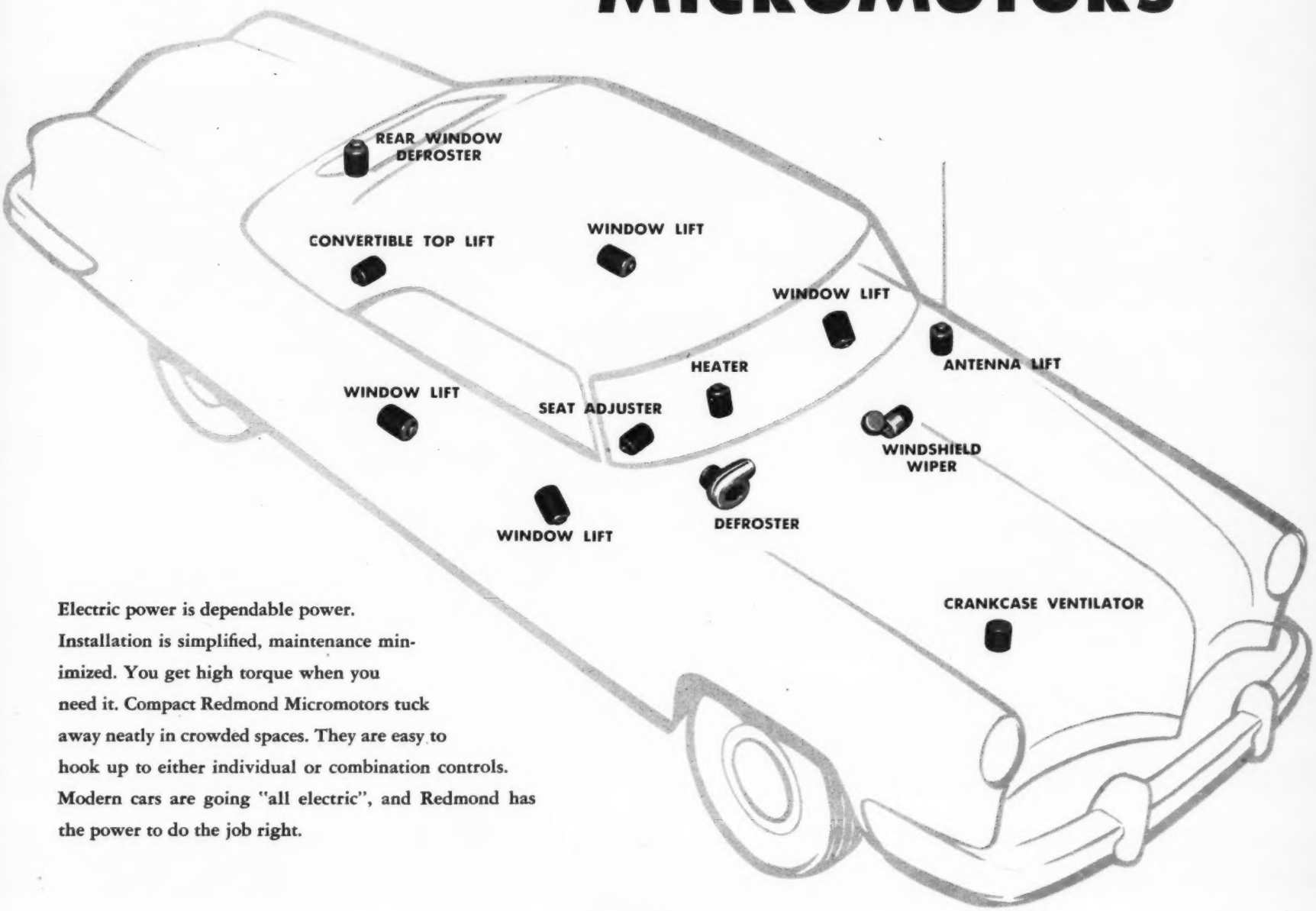
Passenger Car Output

(U. S. Production Only)

	Total Output, 1951	Pct. of 1951 Total	Total Output, 1950	Pct. of 1950 Total
CHRYSLER CORP.	**1,227,893**	**23.02**	**1,188,160**	**17.84**
Chrysler	**162,916**	**3.05**	**164,697**	**2.47**
DeSoto	**120,412**	**2.26**	**126,664**	**1.90**
Dodge	**320,690**	**6.01**	**326,928**	**4.91**
Plymouth	**623,875**	**11.70**	**569,871**	**8.56**
FORD MOTOR CO.	**1,165,101**	**21.85**	**1,556,686**	**23.38**
Ford	**900,860**	**16.89**	**1,187,120**	**17.83**
Lincoln	**25,387**	**0.48**	**35,485**	**0.53**
Mercury	**238,854**	**4.48**	**334,081**	**5.02**
GENERAL MOTORS	**2,255,491**	**42.30**	**3,048,357**	**45.78**
Buick	**404,695**	**7.60**	**552,827**	**8.30**
Cadillac	**103,266**	**1.93**	**110,535**	**1.66**
Chevrolet	**1,118,101**	**20.96**	**1,520,583**	**22.84**
Oldsmobile	**285,634**	**5.35**	**396,757**	**5.96**
Pontiac	**343,795**	**6.46**	**467,655**	**7.02**
KAISER-FRAZER	**99,118**	**1.86**	**146,911**	**2.21**
Frazer	.....	.....	**10,217**	**0.15**
Kaiser	**99,118**	**1.86**	**136,694**	**2.06**
CROSLEY	**4,790**	**0.09**	**7,552**	**0.11**
HUDSON	**93,327**	**1.75**	**143,006**	**2.15**
NASH	**160,859**	**3.01**	**189,513**	**2.85**
PACKARD	**76,075**	**1.42**	**72,098**	**1.08**
STUDEBAKER	**222,570**	**4.17**	**268,145**	**4.03**
WILLYS-OVERLAND	**28,226**	**0.53**	**38,052**	**0.57**
Total Cars, U. S.	**5,333,450**	**100.00**	**6,658,510**	**100.00**

Modern Cars are Motorized

with Redmond MICROMOTORS



Electric power is dependable power. Installation is simplified, maintenance minimized. You get high torque when you need it. Compact Redmond Micromotors tuck away neatly in crowded spaces. They are easy to hook up to either individual or combination controls. Modern cars are going "all electric", and Redmond has the power to do the job right.

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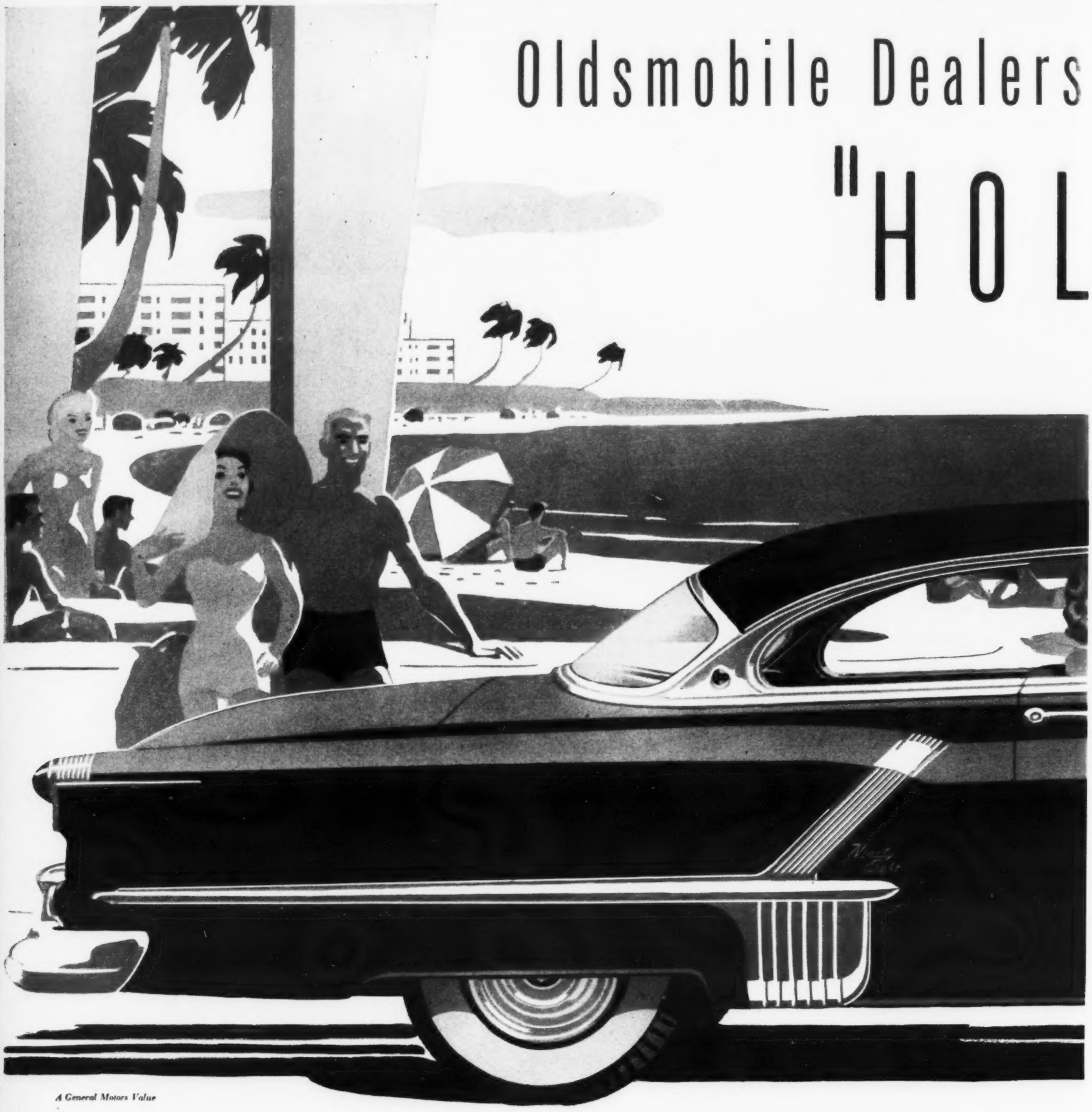


OLDSMOBILE'S *Ninety-Eight* HOLIDAY COUPÉ

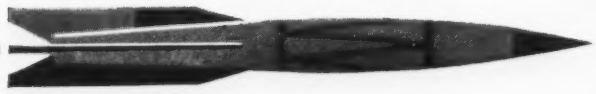
Here it is . . . the *newest*—the *finest*—the *most glamorous* car that any Oldsmobile dealer ever featured! Classic new beauty is instantly evident in the long, low silhouette—in the superb sweep of Oldsmobile's new rear deck. Inside, too, this beautiful Holiday Coupé adds new glamor and elegance to the "Classic Idea"! Its magnificent interior features top-grain, hand-buffed leather and long-wearing nylon in a new basket-weave pattern. New deep-pile carpeting and new trim all around match the new cushions. The engine is the new 160 horsepower "Rocket" . . . now paired with Oldsmobile's new Hydra-Matic Super Drive* for the positive peak in performance. GM Hydraulic Steering* makes driving much easier, much safer than ever! The revolutionary Autronic Eye*, Oldsmobile's new automatic headlight dimmer, is also featured in this luxurious car. You can easily see why Oldsmobile dealers are *proud to display* and *proud to sell* this new *Ninety-Eight* Holiday Coupé with its galaxy of headline features. They all know—it's *smart* to be with *Olds!*

proudly display a new

IDAY" CLASSIC

*Hydra-Matic Super Drive, GM Hydraulic Steering, Autronic Eye—and white sidewall tires (when available) optional at extra cost. Equipment, accessories and trim subject to change without notice.

"ROCKET"



OLDSMOBILE

Motor Vehicle Manufacture and Use, 1904 to 1951

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,783,987	2,640,064	516,947	452,123,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,815,417	2,576,489	543,342	437,132,000	4,358,759	3,013,621,000	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,587,500	2,847,118	771,020	566,029,000	5,358,420	3,413,148,000	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,784,745	1,645,398	571,241	389,436,000	3,355,985	2,034,835,000	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,973,090	1,111,273	416,648	262,417,000	2,389,738	1,373,691,000	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,135,491	618,291	235,187	136,193,000	1,370,678	754,484,000	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,573,512	762,736	346,545	186,069,000	1,920,057	948,805,000	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,177,919	1,147,116	575,192	320,143,000	2,753,111	1,467,259,000	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,252,244	1,709,425	694,690	379,407,000	3,946,934	2,088,833,000	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,669,528	2,015,646	784,587	462,820,000	4,454,115	2,478,466,000	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,915,889	2,243,732	893,085	534,494,000	4,808,974	2,778,227,000	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,000,985	1,236,802	488,100	334,147,000	2,489,085	1,570,949,000	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,866,796	1,765,189	710,496	494,829,000	3,577,292	2,260,018,000	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,000	4,472,286	2,938,474,000	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,000	4,840,502	3,637,005,000	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,000	1,041,524	1,591,270,000	472,000,000	34,270	27,868,746	4,608,086	32,578,925	267,000	2,066
1943	139	101	699,689	1,451,794,000	699,828	1,451,896,000	528,000,000	33,000	25,912,730	4,480,176	30,499,608	207,000	1,659
1944	610	446	737,524	1,700,928,000	738,134	1,701,375,000	789,000,000	31,930	25,466,331	4,513,340	30,086,189	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,000	725,215	1,239,210,000	1,012,000,000	32,439	25,691,434	4,834,742	30,638,429	249,000	1,926
1946	2,148,699	1,979,781	940,851	1,043,247,000	3,089,550	3,023,028,000	1,753,000,000	36,354	28,100,188	5,725,692	33,945,817	341,000	2,570
1947	3,558,178	3,963,896	1,239,443	1,709,843,000	4,797,621	5,673,739,000	2,353,000,000	40,410	30,718,852	6,512,628	37,360,463	371,000	3,075
1948	3,909,270	4,853,402	1,376,274	1,858,210,000	5,285,544	6,711,612,000	2,553,000,000	43,004	33,213,905	7,209,951	40,556,469	398,000	3,473
1949	5,119,466	6,768,418	1,134,185	1,407,435,000	6,253,651	8,175,853,000	1,895,000,000	49,173	36,312,380	7,692,569	44,139,951	425,000	3,825
1950	6,665,863	8,800,000	1,337,182	1,747,480,000	8,003,045	10,380,752,000	2,140,000	45,918	40,185,146	8,272,153	48,600,505	465,000	4,354
1951*	5,326,400	7,300,000	1,426,000	2,271,000,000	6,752,400	9,571,000,000	2,350,000	46,251				485,000	4,570

*Preliminary. **Includes buses.

Source: Automobile Manufacturers Assn.

Vehicle Factory Sales from Plants in U. S. and Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including Imports from U. S.)			U. S. and Canada Net Total
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Markets	Canada Total	Exports	Canadian Market	
PASSENGER CARS:								
December, 1950	521,371	366	13,885	507,120	23,888	2,459	21,429	544,893
12 Months, 1950	6,665,863	3,467	149,458	6,512,938	288,204	24,144	264,060	6,950,600
January, 1951	478,589	1,512	17,510	459,567	29,387	1,783	27,604	506,464
February	505,865	2,317	22,309	481,239	31,585	1,775	29,810	535,133
March	617,399	2,690	26,274	588,435	37,589	2,095	35,494	652,298
April	503,038	2,230	25,492	475,316	30,923	2,373	28,550	531,731
May	511,938	1,521	28,154	482,263	31,883	2,334	29,549	542,300
June	482,029	1,067	23,669	457,293	26,810	2,860	23,950	507,772
July	381,407	661	21,470	359,276	21,804	3,323	18,481	402,550
August	426,932	399	21,943	404,590	14,220	3,392	10,828	440,753
September	365,906	390	15,270	350,246	19,608	4,976	14,632	385,124
October	414,533	273	12,868	401,392	20,776	5,606	15,170	435,036
November	356,500	135	10,317	346,048	18,826	7,037	11,789	375,191
December	292,799	119	8,357	284,323	11,058	2,479	8,579	303,738
12 Months, 1951	5,336,935	13,314	233,633	5,089,988	294,469	40,033	254,436	5,618,090
MOTOR TRUCKS:								
December, 1950	118,888	326	15,042	103,520	7,472	428	7,044	126,034
12 Months, 1950	1,332,274	2,158	147,705	1,182,411	107,383	9,163	98,220	1,437,499
January, 1951	127,583	262	18,059	109,262	11,205	606	10,599	138,526
February	111,935	342	16,759	94,834	11,630	958	10,672	123,223
March	136,794	403	18,156	118,235	13,191	832	12,359	149,582
April	135,415	430	17,502	117,483	12,721	1,036	11,685	147,706
May	140,047	322	18,264	121,461	13,125	974	12,151	152,850
June	134,818	450	19,289	115,079	10,672	1,048	9,624	145,040
July	110,244	198	18,529	91,517	9,574	1,720	7,854	119,620
August	121,993	318	22,668	99,007	8,205	2,021	6,184	129,880
September	109,353	323	18,585	90,445	10,845	3,751	7,094	119,875
October	110,740	341	18,124	92,275	12,331	3,982	8,349	122,730
November	93,083	285	17,145	75,653	10,967	4,047	6,920	103,765
December	87,006	225	15,947	70,834	11,335	5,995	5,340	98,116
12 Months, 1951	1,419,011	3,899	219,027	1,196,085	135,801	26,970	108,831	1,550,913
MOTOR COACHES:								
December, 1950	665	5	58	602	34	.....	34	694
12 Months, 1950	4,908	25	871	4,012	389	.....	389	5,272
January, 1951	661	....	30	631	37	.....	37	698
February	521	....	38	483	41	.....	41	562
March	829	....	37	792	28	.....	28	857
April	819	17	38	764	42	.....	42	844
May	742	4	36	702	10	.....	10	748
June	838	2	63	773	34	.....	34	870
July	665	11	24	630	34	.....	34	688
August	783	....	5	778	26	.....	26	809
September	743	6	77	660	22	.....	22	759
October	1,174	....	66	1,108	31	.....	31	1,205
November	833	....	123	710	26	.....	26	859
December	845	6	93	746	36	.....	36	875
12 Months, 1951	9,453	46	630	8,777	367	.....	367	9,774
TOTAL MOTOR VEHICLES:								
December, 1950	640,924	697	28,985	611,242	31,394	2,887	28,507	671,621
12 Months, 1950	8,003,045	5,650	298,034	7,699,361	395,976	33,307	362,669	8,393,371
January, 1951	606,833	1,774	35,599	569,460	40,629	2,389	38,240	645,688
February	618,321	2,659	39,106	576,556	43,256	2,733	40,523	658,918
March	755,022	3,093	44,467	707,462	50,808	2,927	47,881	802,737
April	639,272	2,677	43,032	593,563	43,686	3,409	40,277	680,281
May	652,727	1,847	46,454	604,426	45,018	3,308	41,710	695,898
June	617,685	1,519	43,021	573,145	37,516	3,908	33,608	653,682
July	492,316	870	40,023	451,423	31,412	5,043	26,369	522,858
August	549,708	717	44,616	504,375	22,451	5,413	17,038	571,442
September	476,002	719	33,932	441,351	30,475	8,727	21,748	505,758
October	526,447	614	31,058	494,775	33,138	9,588	23,550	558,971
November	450,416	420	27,585	422,411	29,819	11,084	18,735	479,815
December	380,650	350	24,397	355,903	22,429	8,474	13,955	402,729
12 Months, 1951	6,765,399	17,259	453,286	6,294,850	430,637	67,003	363,634	7,178,777

Source: Automobile Manufacturers Assn.

State Size and Weight Restrictions

January 1, 1952

STATE	HEIGHT	LENGTH: Single Unit	LENGTH: Tractor Semitrailer	LENGTH: Combination	Maximum Axle Load in pounds	Maximum* Gross Weight in Pounds: Tractor Semitrailer: Single Axle	Tractor Semitrailer: Tandem	Combinations
Ala.	12'6"AB-1	35	45	N.P.	18,000S	45,000	55,300	N.P.
Ariz.	13'6"	40	65	65	18,000	45,000	68,000***	76,800
Ark.	12'6"	35	45	45	18,000	45,000	55,980	64,650
Calif.	13'6"	35	60T	60	18,000	45,000	68,000***	76,800
Colo.	12'6"	35	60	60	18,000	45,000	67,200	75,200
Conn.	12'6"	45	45	N.P.	22,400	50,000	50,000	N.P.
Dela.	12'6"	35	50	60	20,000S-1	49,000	60,000	60,000
D. of C.	12'6"	35	50	50	22,000	53,000	65,400	65,400
Fla.	12'6"A	40V	50	50	18,000S-2	45,000	64,650***	64,650
Ga.	13'6"	35	45	45	18,000	45,000	55,300	55,300
Id.	14'	35	60	65	18,000S-3K	45,000K	67,500***K	72,000K
Ill.	13'6"	42	45	45	18,000S-3	45,000	59,000	72,000
Ind.	12'6"A	36B-1	50	50	18,000S-3	45,000	72,000***	72,000
Iowa	12'6"A	35B	45T	N.P.	18,000	45,000	60,800***	60,800
Kans.	12'6"A	35B	50	50	18,000	45,000	63,890***	63,890
Ky.	12'6"	35	45	N.P.	18,000S	42,000	42,000	N.P.
La.	12'6"A	35B	50	60	18,000	36,000P	64,000P***	68,000P
Me.	12'6"H	45H	45H	45H	22,000S	50,000	50,000	50,000
Md.	12'6"A	55	55	55	22,400	53,800	65,000	65,000
Mass.	N.S.	35	45	N.P.	22,400S-3	50,000	50,000	N.P.
Mich.	12'6"A	35	50	50	18,000S-1	45,000	67,000D***	111,000D
Minn.	12'6"	40	45	45	18,000	45,000	65,000***	66,500
Miss.	12'6"A	35B	45	45	18,000S-4	45,000	52,650	52,650
Mo.	12'6"	35	45	45	18,000S	45,000	55,300	55,300
Mont.	13'6"	35B-1	60	60	18,000	45,000	63,890***	73,280
Neb.	12'6"A	35	50	50	18,000	45,000	64,650***	64,650
Nev.	N.S.	N.R.	N.R.	N.R.	18,000	45,000	68,000***	76,800
N. H.	13'6"	35	45	45	22,000	50,000	50,000	50,000
N. J.	13'6"	35	45	50	22,400	53,800	60,000	60,000
N. M.	12'6"	40	65	65	18,000S	45,000	63,000***	74,250
N. Y.	13'6	35	50	50	22,400S-3	53,800	63,000	63,000
N. C.	12'6"	35	48	48	18,000S	46,200M	58,800M	58,800M
N. D.	12'6"B	35	45	45	18,000S-2	45,000	59,250	59,250
O.	12'6"A	35	45T	60	19,000S-5	47,000	69,000W***	78,000W
Okla.	12'6"A-1	35B-2	50	50	18,000S-5	45,000	60,000***	60,000
Ore.	12'6"	35	50T	50C	18,000S	45,000	73,000***	76,000
Pa.	12'6"A	35	45	50	20,000	48,000L	60,000L	62,000
R. I.	12'6"A	40	50	50	22,400S-3	50,000	50,000	88,000E
S. C.	12'6"	40V-1	50	50	22,000G	53,000	70,279G***	70,279G
S. D.	13'	35B	50	50	18.000S	45,000	64,650***	64,650
Tenn.	12'6"	35	45	45	18,000	42,000	42,000	42,000
Texas	13'6"	35	45	45	18,000S-5	45,000	58,420***	58,420
Utah	14'	45	60T-1	60T-1	18,000	45,000	71,400***	79,900
Vt.	12'6"	50	50	50	N.S.S.	50,000	50,000	50,000
Va.	12'6"A	35B	45	45F	18,000D-1	40,000D-1	50,000D-1	50,000D-1
Wash.	12'6"A-2	35	60T-2	60T-2	18,000S-6	45,000	65,000***	72,000
W. Va.	12'6"A	35	45	45	18,000	45,000	60,800***	73,280
Wis.	12'6"A	35	45	45	19,500S-3X	48,000X	67,000***X	68,000X
Wyo.	12'6"	40	60	60	18,000	45,000	68,000	73,950

FOOTNOTES:

* — Maximum Practical Gross (see third paragraph General Remarks).
** — Computation based on 6' over hang.
*** — 3-axle tractor with tandem axle semitrailer.
A — Auto transporters allowed 13½'; A-1: 13'; A-2: 12'10" allowed on 10:22 tires.
B — Buses with 3 axles permitted 40'.
B-1 — Buses permitted 40'; B-2: 45'.
C — State Highway Department may permit 60'.
D — On designated highways.
D-1 — 16,000 lbs. axle limit and 35,000 lbs. maximum gross limit on all but "Heavy Duty Highways."
E — 3-axle truck with 3-axle trailer.
F — Exclusive of coupling.
G — Gross weight includes 10% tolerance.
H — Height and Length subject to 1'6" tolerance.
I — 36,000 lbs. if axles spaced less than 48" apart.
J — On designated highways one tandem per combination permitted 32,000 lbs.
K — Plus 3% tolerance on axle weight and 8% tolerance on gross weight.
L — Subject Governor's Signature.
M — Includes 5% overload tolerance; trucks over 40,000 lbs. must have 300 cu. in. motors.
N.P. — Not Permitted.
N.R. — No Restriction.
N.S. — Not Specified.
P — Plus weight on front axle.
S — Subject to 600 lbs. per inch tire requirements: S-1: 700 lbs.; S-2: 550 lbs.; S-3: 800 lbs.; S-4 on tires 7:75 and larger; S-5: 650 lbs.; S-6: 600 lbs.
T — Trailer limited to 35': T-1: 45'; T-2: 40'.
V — Vehicles over 35' must have 3 axles.
W — With tandem axles spaced more than 4' apart.
X — Includes 1,500 lbs. tolerance single axle; tandem, 2,000 lbs.
Y — With permit.

Source: Truck-Trailer Manufacturers Assn., Inc.

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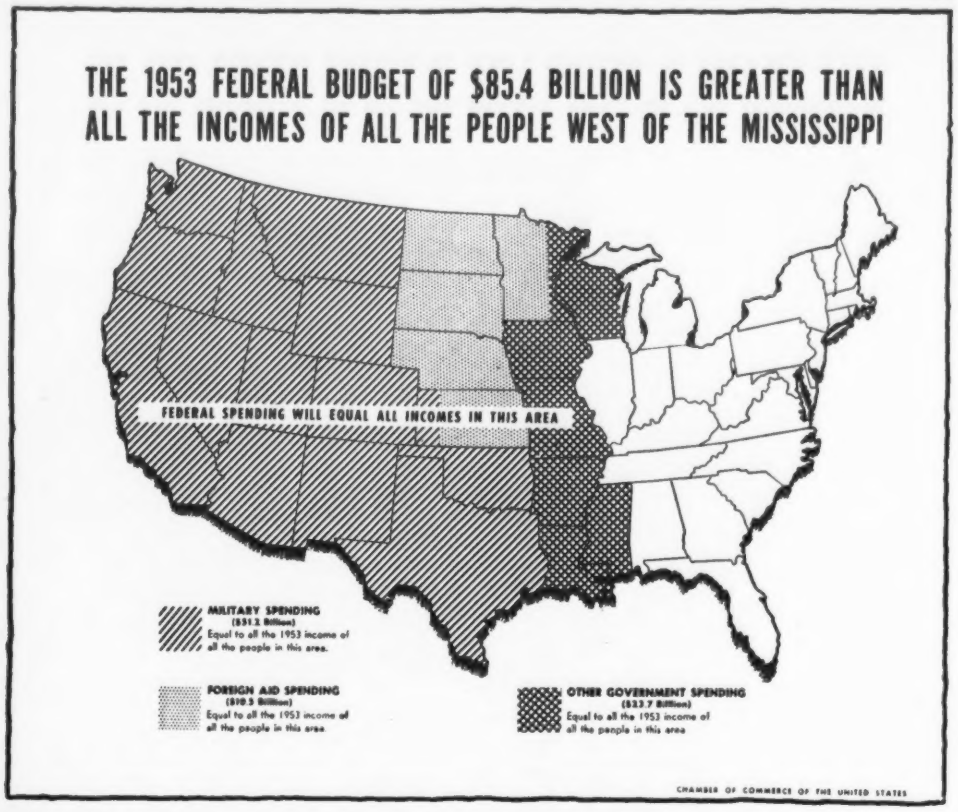
UNITED STATES RUBBER COMPANY



THIS STARTLING PICTURE is the result of study by the National Chamber's Economy Program, based on figures from the U. S. Department of Commerce. Incomes of all people include all money that goes to individuals as wages, salaries, rent, and dividends. Since latest Commerce Department figures available for the map were for 1950, the Chamber estimated total 1953 incomes at 15 percent higher than those for 1950. Total 1953 spending under the President's budget would equal the incomes of all persons west of the Mississippi plus 96 percent of the incomes in Wisconsin and all the incomes in Mississippi.

Truck Trailer Output, 1951-1950

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	3,107	3,173	$ 10,916
February	3,517	3,573	12,414
March	4,421	4,509	15,438
April	4,411	4,511	15,437
May	4,893	5,006	17,226
June	5,558	5,640	18,792
July	5,824	6,200	21,188
August	6,642	7,236	24,785
September	6,798	6,820	23,258
October	6,769	6,686	24,108
November	6,394	6,403	23,114
December	6,283	6,209	23,009
1950 TOTAL	64,617	65,966	$229,685
January	6,483	6,376	$ 23,160
February	6,044	5,852	20,980
March	7,102	7,058	24,550
April	6,351	5,798	20,850
May	6,861	5,936	22,451
June	5,591	4,972	19,701
July	4,648	4,758	18,779
August	4,763	5,200	20,167
September	4,598	4,643	18,312
October	5,605	5,605	21,594
November	4,704	4,278	17,351
December	4,634	4,215	17,420
1951 TOTAL	67,384	64,691	$245,315

Prepared by Bureau of the Census, Industry Division, Metals and Metal Products Section.

Trailer Industry Production Statistics

Years*	Semitrailers	Full Trailers	Not Reported By Types	Total	Total Dollar Value	Average Value
1923**				11,460	$ 4,366,722	$ 371
1925**				12,823	4,937,066	384
1927**				19,739	7,212,074	365
1929**				22,406	10,816,120	483
1931**				12,647	9,556,432	756
1933**				7,438	4,563,100	614
1935				18,898	17,995,755	952
1937	18,958	2,789		21,747	17,366,487	825
1939	23,707	1,514	958	24,182	28,034,251	1,075
1940				27,118	.....	....
1941 W.P.B. revised and "verified" figures				41,869	.....	....
1942						
Civilian			8,408			
Military			71,520	79,928	.....	....
1943						
Civilian			8,054			
Military			188,811	196,865	.....	....
1944						
Civilian			24,092			
Military			185,349	209,441	.....	....

	Production	Shipments	Value	Average Value
1945 (6 mo. Military Production 83,967)	33,266	(Not Available)	(Not Available)	$ ....
1946	76,234	73,001	$151,384,063	2,075
1947	53,112	55,516	133,404,615	2,700
1948	44,478	46,960	139,996,000	3,130
1949	33,097	34,273	119,098,000	3,470
1950	64,301	65,665	228,442,000	3,360

*Data for years 1923 through 1937 are from U. S. Department of Commerce, Bureau of Census, "Census of Manufacturers." (Census total for 1939 production was 26,179.)

**Figures 1923 to 1933 include trailers for passenger cars, motor trucks and truck-tractors. Subsequent figures include only trailers for motor trucks and truck-tractors. It is believed, however, that there were relatively few passenger car type trailers reported in the 1923-1933 period.

***Figures for 1939 through 1945 compiled and reported by W.P.B.—subsequent figures are from the "Facts for Industry Series" M45F, of the Bureau of the Census.

****The increase in average value and, particularly, the fact that average value is now three times the prewar figure does not necessarily indicate an increase in price but rather an increase in trailer size, the preponderance of more expensive types such as vans, 'reefers,' tanks, etc., and the increasing use of tandem axles with double the number of tires.

—Compiled by: Truck-Trailer Manufacturers Assn., Inc.

Number of Auto Concerns In Various Categories

Latest counts of business firms in various categories comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division:

Accessories & Supply Jobber	3,547
Accessory Dealers (retail)	24,166
Accessory Mfrs.	1,604
Auto Body Mfrs.	131
Body Repair Shops (retail)	14,451
Brake Lining Mfrs.	47
Brake Service	2,500
Bumper Mfrs.	39
Bus Body Mfrs.	57
Bus Mfrs.	40
Cushion Mfrs.	42
Electric Equipment Mfrs.	200
Electrical Service Stations (retail)	1,414
Engine Mfrs.	28
Fender, Tank & Hood Mfrs.	55
Finance Companies	4,491
Fire Apparatus Mfrs.	50
Garages & Repairers	201,340
Gasoline Stations	167,555
Glass Installers (cities over 100,000 pop.)	2,417
Heater Mfrs.	29
Horn Mfrs.	18
Jack Mfrs.	63
Leather Goods Mfrs.	36
Lock Mfrs.	42
Muffler Mfrs.	20
New-Car Dealers	48,139
Parts Dealers	10,298
Parts Mfrs.	836
Radiator Mfrs.	31
Radiator Repair Shops	3,980
Repair Schools	144
Spring Mfrs.	115
Tire Dealers (exclusive)	26,279
Tire Jobbers & Wholesalers	2,264
Tire Mfrs.	54
Tire Vulcanizers, Retreaders, Recappers	9,677
Tool Mfrs.	137
Top Trimming & Repairing, Seat Covers, Upholstery	1,861
Trailer Mfrs. (commercial)	414
Trailer Mfrs. (house trailer)	124
Transfer, cartage and trucking companies	32,557
Transmission Mfrs.	20
Truck Body Mfrs. (commercial)	892
Truck Dealers (exclusive—do not handle autos)	7,900
Truck Mfrs.	71
Used-Car Dealers (exclusive)	36,518
Washing Concerns (exclusive)	1,908
Wheel Mfrs.	24
Wreckers	8,136

Factory Commercial Car Sales By Body Types

1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177
1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971
1949	
Station Wagons*	104,613
Cab-Over-Engine	13,325
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
6-Wheel, 3-Axle Trucks	4,122
Diesel Engine Trucks	6,047
Motor Coaches	5,511
Ambulances and Funeral Cars	2,853
1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
Multi-Stop Trucks	21,380
School-Bus Chassis	23,755
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Motor Coaches	12,299
Ambulances and Funeral Cars	4,727
1947	
Station Wagons*	81,973
Cab-Over-Engine	32,603
Multi-Stop Trucks	15,876
School-Bus Chassis	30,431
Diesel-Engine Trucks	6,209
Motor Coaches	19,110
Ambulances and Funeral Cars	3,746

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

Truck-Trailer Production—Percentage of Total by Types

	1951 Production	%	1950 Production	%	1949 Production	%	1948 Production	%	1947 Production	%	1946 Production	%
TOTAL (Including Trailer Chassis)	67,384	....	64,301	100	33,097	100	44,478	100	53,096	100	76,234	100
COMPLETE TRAILERS	64,119	95.15	61,957	96.3	31,571	95.4	42,395	95.3	49,795	93.8	70,619	92.6
Vans	32,571	48.33	38,016	59.1	18,317	55.4	23,199	52.2	23,254	43.8	34,651	45.5
Insulated—"Reefers"	4,178	6.20	3,795	5.9	2,642	8.0	2,279	5.1	1,852	3.5	3,384	3.6
Furniture***	1,365	2.02	.....*	....*	.....*	....	546	1.2	1,185	2.2	3,384	3.6
Other Closed Top	23,673	35.13	30,295	47.1	14,056	42.5	18,372	41.4	18,601	35.0	26,590	34.7
Open Top	3,355	4.97	3,926	6.1	1,619	4.8	2,002	4.5	1,616	3.1	2,029	2.7
Platforms	13,417	19.91	11,418	17.3	6,159	18.6	7,514	16.8	12,555	23.6	19,945	26.2
Cattle and Stake Racks	1,943	2.88	1,590	2.5	950	2.9	1,588	3.6	3,369	6.3	8,183	10.7
Grain Bodies	855	1.26	642	1.0	359	1.1	586	1.3	1,271	2.4	.....	....
All Other Platforms	10,619	15.75	9,186	14.3	4,850	14.6	5,340	12.0	7,915	14.9	11,762	15.5
Tanks	5,961	8.84	3,982	6.2	2,035	6.1	3,550	8.0	3,430	6.5	2,626	3.4
Petroleum	5,319	7.89	3,710	5.9	1,855	5.6	3,176	7.2	3,019	5.7	2,231	2.9
Other	642	.95	272	.4	180	.5	374	.8	411	.8	395	.5
Pole and Logging	3,004	4.45	2,512	3.9	1,260	3.8	3,671	8.3	5,356	10.1	7,568	10.0
Single Axle	1,231	1.82	1,434	2.2	642	1.9	2,064	4.7	3,815	7.2	5,970	7.9
Tandem Axle	1,773	2.63	1,078	1.7	618	1.9	1,607	3.6	1,541	2.9	1,598	2.1
Low-Bed Heavy Haulers	4,188	6.21	1,758	2.7	1,426	4.3	1,821	4.1	2,405	4.5	1,976	2.6
Off-Highway**	.....	....	.....	....	.....	....	.....	....	808	1.6	619	.8
Dump Trailers**	1,321	1.96	903	1.4	470	1.4	504	1.1	622	1.2	697	.9
All Other Trailers	3,657	5.42	3,371	5.2	1,904	5.8	2,136	4.8	1,365	2.5	2,537	3.2
Trailer Chassis	3,265	4.84	2,344	3.7	1,526	4.6	2,083	4.7	3,301	6.2	5,615	7.4
TOTAL Dollar Value of Shipments			$228,504,000		$119,098,000		$139,996,000		$138,383,093		$151,384,063	

* Combined with Other Closed Top.
** Combined with "All Other Trailers" since August, 1948.
*** 9 months only—January to March, inclusive—included with All Other Closed Top.

Compiled by: Truck-Trailer Manufacturers Assn.

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TELEPHONE 9-6235

MR. DEALER:

We are proud to present the complete line of Helms Guards for all 1952 automobiles. These are the guards that will make big profits for aggressive dealers everywhere during the coming year.

Top quality, really worthwhile accessories have always and will continue to have an important place in modern dealerships. They are an integral part of the profit picture.

We suggest that you contact your nearby Helms Distributor to stock and sell Helms Guards during 1952. We are anxious for you to see for yourself, as thousands of other dealers have, what substantial, steady profits the sale of an ACCEPTED LEADER can bring to you in '52.

Sincerely,

W. N. ERICKSEN
Sales Manager

HELMS
GRILLE and DECK GUARDS

FIRST CHOICE OF DEALERS AND THEIR CUSTOMERS EVERYWHERE FOR 1952

Chrysler • Chrysler Imperial • Dodge • DeSoto • Plymouth • Buick Special • Buick Roadmaster • Chevrolet • Chevrolet Pickup-Panel • Oldsmobile 88 & 98 • Pontiac • Ford • Packard • Studebaker • Henry J • Willys • and all makes and models 1946 - 1952

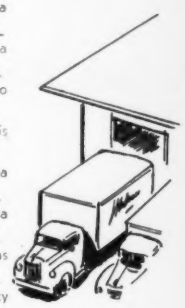
HELMS INDUSTRIAL DEVELOPMENT COMPANY
628 KEELER BUILDING • GRAND RAPIDS 2, MICHIGAN
HELMS — AMERICA'S FAVORITE GRILLE GUARD — UNMATCHED BY ANY SUBSTITUTE

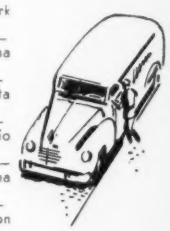
NEW PASSENGER CAR REGISTRATIONS, 12 MONTHS TOTAL, 1951-1950

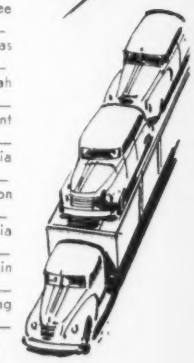
Car registrations by states are compiled by R. L. Polk representatives in state capitals.		Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Frazer	Henry J	Kaiser	K-F TOTAL	Anglia-Prefect	Austin	Crosley	Hudson	Nash	Packard	Studebaker	Willys-Overland	Miscellaneous	TOTAL
Alabama	'51	1399	958	3301	6903	12561	12831	340	3150	16321	4615	789	15570	3000	4291	28265		930	464	1394	49	15	70	743	1364	578	2669	357	34	64420
	'50	1300	831	3198	6150	11479	17127	523	4739	22389	6497	824	21152	3751	4967	37191	104	152	659	915	28	6	94	963	1701	571	3327	469	23	79156
Arizona	'51	644	344	1057	1910	3955	3832	121	1117	5070	1852	363	4964	1127	1325	9631		183	199	382	4	24	53	513	670	277	1195	112	154	22040
	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	31	66	277	374	2		36	669	692	277	1574	164	64	26570
Arkansas	'51	802	834	2011	4795	8442	6829	143	1709	8681	2538	508	8761	1691	2330	15828		505	429	934	9	2	33	526	859	314	1597	298	11	37534
	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	149	134	713	996	15	11	70	626	1135	409	1877	437	12	47003
California	'51	14507	9609	20111	36465	80692	62506	2340	22212	87058	29801	11309	77761	22725	24853	166449		2223	2715	4938	936	986	262	8040	12446	4873	19474	2209	4319	392682
	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	614	984	5531	7129	169	1535	378	13135	17205	5157	29557	2024	2176	519999
Colorado	'51	1593	793	2365	4331	9082	6930	325	2295	9550	4086	802	8513	2344	2737	18482		286	326	612	2		105	1342	1287	622	1630	352	106	43172
	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	94	118	487	699		2	146	2305	2560	736	2012	367	13	58953
Connecticut	'51	2387	1669	4934	7357	16347	10588	437	3584	14609	5538	1697	13910	4497	4684	30326		1321	988	2309	79	171	90	1612	2113	1241	3249	540	560	73246
	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	142	256	1088	1486	30	192	127	1582	2323	1376	3908	688	395	86097
Delaware	'51	325	227	878	1375	2805	2827	104	608	3539	1152	286	3392	888	1102	6820		180	156	336		10	27	242	348	174	874	56	46	15277
	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	30	46	282	358		16	25	225	310	175	1094	82	30	17421
Dist. of Col.	'51	846	438	1849	4216	7349	3911	165	903	4979	1720	663	5504	1564	1753	11204		292	110	402	56	34	10	432	506	333	724	114	90	26233
	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	25	37	195	257	44	73	11	704	694	428	1005	121	90	33466
Florida	'51	2837	1676	5339	9928	19780	15303	772	5558	21633	7182	2241	18475	4788	6023	38709		1976	854	2830	507	84	491	1369	2150	1420	3179	1031	920	94103
	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	115	368	1082	1565	609	88	654	2217	2728	1386	4469	1383	540	116904
Georgia	'51	1902	1185	4728	9060	16875	18125	621	5114	23860	7609	1407	22074	4347	7398	42835		1252	821	2073	161	18	121	1087	1503	993	3769	434	125	93854
	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	144	249	998	1391	99	33	131	1573	1752	978	4172	555	82	113923
Idaho	'51	662	440	1262	1995	4359	3495	136	1155	4786	2071	388	4492	1171	1551	9673		184	371	555	1	10	8	689	887	360	1466	315	42	23151
	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	50	69	373	492	1	62	11	762	1056	305	1799	279	3	27355
Illinois	'51	10411	8386	22464	42139	83400	53582	1863	15852	71297	29107	7505	67813	19200	21971	145596		2352	3989	6341	93	14	284	10805	11197	5329	13128	878	2484	350846
	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	183948	1035	767	6910	8712	14	26	298	14039	13634	5574	17101	1390	224	417871
Indiana	'51	4219	3528	8386	16867	33000	26908	730	5865	33503	11541	2538	33686	8025	10479	66269		1709	1882	3591	19	24	193	3596	5211	1931	11414	617	78	159446
	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	444	505	2943	3892	8	18	214	5047	7090	2375	14329	1075	88	200112
Iowa	'51	2868	1829	5743	10640	21080	17378	362	4418	22158	6986	1315	21943	4836	6132	41212		538	1141	1679	1		44	1449	2823	1035	3920	222	15	95638
	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	295	255	2241	2791	11	2	60	2274	3982	1216	4449	317	111	128114
Kansas	'51	2096	1383	4244	7761	15484	13495	361	3735	17591	5968	1105	16723	3711	4876	32383		786	1006	1792	3	2	78	1694	2740	916	3069	259	36	76047
	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	251	220	1327	1798	4	2	90	2030	3055	1118	3353	262	9	91572
Kentucky	'51	1595	1015	3536	6521	12667	12458	184	2343	14985	4358	822	15088	3198	4242	27708		538	458	996	5		55	761	1821	672	2760	349	53	62832
	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	115	198	848	1161	8	1	74	1204	1991	781	3246	572	20	78897
Louisiana	'51	1473	1289	2876	6496	12134	11900	200	2410	14510	3826	900	14489	2686	4054	25955		626	613	1239	13	1	71	559	916	662	2827	275	50	59212
	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	123	210	1008	1341		12	138	1020	1283	703	4459	462	42	81231
Maine	'51	591	524	1410	2637	5162	3481	127	995	4603	1709	357	4820	1260	1433	9579		373	291	664	9	8	43	442	628	245	839	206	39	22467
	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	97	50	502	649	1	17	63	719	819	338	1288	275	36	29175
Maryland	'51	2336	1552	4559	9039	17486	13563	441	3252	17256	5026	995	17764	3923	4737	32445		1398	673	2071	50	48	69	1844	2232	1101	2955	339	177	78073
	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	116	291	1009	1416	33	46	62	1813	2181	1242	3652	412	85	93227
Massachusetts	'51	4159	3964	8716	16312	33151	21025	732	6024	27781	10278	2536	26521	9837	9340	58512		1246	1131	2377	114	226	220	2605	4358	1612	5443	726	518	137643
	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	225	372	1803	2400	47	201	224	3614	5160	1758	8119	1066	461	166815
Michigan	'51	7836	6248	17626	32644	64354	72768	1616	14891	89275	26719	7545	76644	18630	25747	155285		3171	3483	6654	221	23	123	5885	8264	3560	9270	686	179	343779
	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	795	1236	7397	9428	35	40	165	8802	8618	3371	11159	1036	147	430321
Minnesota	'51	3705	2643	6597	13134	26079	20249	470	4924	25643	8149	1668	24472	5408	7197	46894		730	1503	2233	22	10	36	2017	2755	1597	4778	312	40	112416
	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	633	305	3310	4248	20	71	51	3918	4944	2300	7492	457	211	153203
Mississippi	'51	1146	679	2000	4896	8721	7854	184	1917	9955	3439	627	10445	1842	2785	19138		538	364	902	13	3	38	366	668	400	1990	179	13	42386
	'50	1028	716	1997	4888	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	50	125	450	625	2	2	68	446	827	337	2109	253	10	50797
Missouri	'51	3786	3307	7074	17723	31890	25036	605	6893	32534	9370	2162	33588	6503	8326	59949		931	1105	2036	8	5	94	1621	5543	1532	4599	468	118	140397
	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	275	249	1767	2291	4	19	110	2274	6571	1761	5935	801	53	174394
Montana	'51	787	458	1354	2346	4945	4192	130	1142	5464	1903	444	5439	1496	1547	10829		166	242	408		3	18	778	483	359	1131	313	4	24735
	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	59	63	355	477		16	11	962	768	353	1699	265	6	31249
Nebraska	'51	1822	895	2601	6173	11491	10120	263	2764	13147	4762	952	12260	2654	3932	24560		267	512	779	4	1	49	995	1187	707	2306	262	22	55510
	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	86	110	728	924	4	2	21	940	1383	704	2632	214	15	67964
Nevada	'51	295	135	336	612	1378	844	43	346	1233	489	187	1152	359	476	2663		27	36	63	3	1	9	157	96	188	319	58	5	6173
	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489		16	61	77			2	192	225	167	478	76	2	7672
New Hampshire	'51	392	247	966	1597	3202	2547	70	663	3280	1143	223	3656	853	1145	7020		271	242	513	17	22	17	424	577	220	679	198	57	16226
	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	48	47	267	362	17	19	29	477	658	240	742	210	65	19154
New Jersey	'51	5966	4221	12936	18056	41179	27193	952	8963	37108	13887	4031	33468	10036	13126	74548		2874	2514	5388	53	262	169	4076	4729	3111	6787	1262	661	179333
	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	352	662	2945	3959	33	360	184	4915	5248	3171	8978	1576	573	210785
New Mexico	'51	573	340	895	1721	3529	2811	131	1101	4043	1875	309	3782	993	1375	8334		125	129	254		7	47	374	442	253	1026	186	17	18512
	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	37	34	254	325		28	83	449	584	301	1419	262	16	23289
New York	'51	14286	13537	32220	42548	102591	59282	2360	18164	79806	36106	10488	76330	26366	29953	179243		5124	5236	10360	198	923	383	7996	11728	6780	15264	2890	2558	420720
	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	1246	1181	8027	10454	148	1262	616	12063	14879	7823	20458	3947	3844	542195
North Carolina	'51	2080	1818	5210	9933	19041	19043	455	4794	24292	7831	1503	21930	4806	6874	42944		1796	996	2792	118	44	152	1378	1978	1170	3894	383	153	98339
	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	184	434	1613	2231	55	68	193	1638	2222	1194	4512	612	132	119477
North Dakota	'51	775	566	1119	2858	5318	4481	88	974	5543	1606	270	5488	970	1409	9743		104	237	341			9	425	463	338	919	113	1	23213
	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	44	63	406	513		1	25	458	564	333	1124	127	2	27549
Ohio	'51	9754	7369	20418	33318	70859	54008	1502	13338	68848	23700	6046	68195	16565	21683	136189		3402	3733	7135	28	26	428	6327	7526	4253	12042	1615	330	315606
	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	785	956	5922	7663	4	61	522	8424	9642	4910	15014	2102	177	388389
Oklahoma	'51	1505	1464	3350	7448	13767	13809	318	3506	17633	4931	1116	17453	3488	4357	31345		394	317	711	4		52	788	1579	578	2383	207	65	69112
	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	97	91	537	725	8	1	48	1213	2212	777	3132	350	8	90591
Oregon	'51	1977	1374	2961	5183	11495	9054	302	3115	12471	4490	935	12357	3160	3658	24600		632	776	1408	116	167	56	1380	2097	1011	2710	652	283	58446
	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	192	205	1298	1695	24	245	81	1590	2376	956	3335	600	196	72261
Pennsylvania	'51	11770	9647	24294	47562	93273	58117	1723	14706	74546	27617	5952	73210	19618	23140	149537		4705	4499	9204	51	154	337	7338	10642	5715	13276	2513	724	367310
	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	1060	1218	7644	9922	53	206	349	9278	12948	6429	17570	2954	287	435035
Rhode Island	'51	805	620	1596	2589	5610	4140	119	1081	5340	1636	575	5008	1612	1505	10336		248	253	501	9	27	25	402	843	341	887	99	96	24516
	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	71	86	469	626	7	25	40	609	1041	409	1311	178	116	32884
South Carolina	'51	863	902	2716	4856	9337	9513	248	2104	11865	3750	806	12072	2484	3234	22346		742	322	1064	159	12	69	658	1105	548	1759	172	44	49138
	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	25	128	307	460	89	15	70	766	1282	446	1926	244	20	58073
South Dakota	'51	646	460	1249	2486	4841	3883	121	1111	5115	1719	287	4882	1133	1349	9370		200	308	508			1	525	544	433	943	120	3	22403
	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	86	66	555	707	1	4	16	692	815	453	1096	118	4	28158
Tennessee	'51	1518	1349	3908	8184	14959	13704	257	2500	16461	5494	959	17063	3030	4868	31414		572	499	1071	99	40	170	1042	1446	762	3010	364	66	70924
	'50	1807	1676	5014	9527	18024	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	158	173	1003	1334	35	29	319	1514	2156	865	4541	794	115	105144
Texas	'51	7922	4908	15245	29403	57478	54524	1696	15938	72158	24650	5558	64714	15584	19995	130501		1629	1730	3359	37	50	257	3284	5228	2913	12227	1114	329	288935
	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	374	449	3017	3840	88	105	357	5075	7240	2982	16244	1612	207	366050
Utah	'51	631	490	1070	1740	3931	3666	113	1204	4983	1907	401	4386	1124	1653	9471		130	282	412		3	24	774	683	299	1162	137	44	21923
	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	84	57	479	620	7	15	31	1120	906	354	1479	146	24	27670
Vermont	'51	300	201	604	1169	2274	1610	48	487	2145	883	151	2456	688	824	5002		199	200	399	3	12	40	188	505	207	413	248	21	11457
	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	33	41	261	335	3	28	53	232	447	233	583	261	23	13554
Virginia	'51	2643	1753	5399	11981	21776	20141	513	4296	24950	7090	1518	23518	5132	6727	43985		1668	1093	2761	158	81	116	2108	2143	1448	4371	411	375	104683
	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7197	8581	58044	180	296	1615	2091	82	132	117	2805	2397	1617	5321	553	170	130886
Washington	'51	2519	1768	3962	6740	14989	11645	283	2907	14835	5572	1091	14258	4140	4025	29086		526	1143	1669	74	241	114	1460	2720	1027	3722	406	449	70792
	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	215	252	1510	1977	11	360	186	1631	3251	990	4526	520	450	91061
West Virginia	'51	1312	692	2940	4861	9805	6988	181	1638	8807	2943	552	9122	1868	2762	17247		537	375	912	2	5	84	658	1146	723	1527	404	25	41345
	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	95	106	637	838	4		135	764	1214	554	1562	531	15	45807
Wisconsin	'51	3695	2670	7518	12839	26722	18107	440	4979	23526	10407	1930	24766	7408	7978	52489		720	1447	2167		1	59	2727	6495	1632	5494	374	135	121821
	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	371	321	2547	3239	12	4	100	3967	8422	1965	6434	511	93	151161
Wyoming	'51	474	239	670	1302	2685	2013	81	594	2688	1254	281	2665	704	860	5764		46	93	139			1	346	341	206	445	214	8	12837
	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	50	22	175	247		1	8	484	531	257	628	216	5	17804
12 Months' Total	'51	149435	112643	298603	542649	1103330	862309	25816	233339	1121464	392285	97093	1067042	273472	337821	2167713		51372	52286	103658	3508	3800	5304	96847	140035	66999	205514	26049	16682	5060903
	'50	151300	115023	300104	547367	1113794	1166118	34318	318217	1518653	535807	101825	1420399	372519	440528	2871078	11884	14339	85832	112055	1869	5452	6896	134219	175722	73155	268229	33926	11390	6326438

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS TOTAL, 1951-1950

Truck registrations by states are compiled by R. L. Polk representatives in state capitals.		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Peterbilt	Pontiac	Reo	Sterling	Studebaker	White	Willys-Overland	Miscellaneous	TOTAL		Truck registrations by states are compiled by R. L. Polk representatives in state capitals.
Alabama	'51	11	1	9031	3	20	26	2297	11	6187	1	2389	1619		174		6	38		840	223	399	18	23294	'51	Alabama
	'50	6		9646	7	34	20	1931	9	7624		2214	1694		201		15	25		1033	225	494	9	25187	'50	
Arizona	'51	14	2	2432	18	13	14	779	6	1697		877	604	16	22	6	9	23	2	237	73	223	12	7079	'51	Arizona
	'50	2	1	2542	8	8	15	595	8	1893	3	756	447	7	17		12	9	6	339	35	270	7	6980	'50	
Arkansas	'51	2		7888	6	17		1790	1	5300	2	2782	1536		40		2	31		787	105	323	5	20617	'51	Arkansas
	'50			9468	5	27	2	2036	2	6884	1	2359	1515		38		22	47		1172	57	446	5	24086	'50	
California	'51	209	8	20258	30	425	337	8692	35	15123	105	7804	4830	247	422	253	47	135	119	2209	594	1324	78	63284	'51	California
	'50	153	13	24451	19	352	476	6237	36	17533	49	6752	4283	218	290		56	146	90	3153	530	1543	305	66685	'50	
Colorado	'51	22		4612	24	23	47	1067	11	3186	8	1412	1164	22	48		8	34		423	45	511	2	12669	'51	Colorado
	'50	1		6225	21	51	50	1097	9	3734	7	1208	1217	26	56		5	33		763	59	513	26	15101	'50	
Connecticut	'51	66	67	2569	2	96	93	975	46	1818	1	617	828		310		7	74	11	241	133	256	19	8229	'51	Connecticut
	'50	50	64	2936	2	97	117	892	91	2213	3	696	855		234		20	52	9	372	160	311	25	9199	'50	
Delaware	'51	6	14	941		12	5	277		836	1	188	290		15		9	12		89	21	31	1	2748	'51	Delaware
	'50	11	10	1155	7	16	4	229		920		225	281		8		14	5		108	21	57	5	3076	'50	
Dist. of Columbia	'51	10	3	1022		25	42	297	6	610		363	303		22		8	20		23	41	72	3	2870	'51	Dist. of Columbia
	'50	15	6	1207	1	23	70	267	18	780		274	253		36		8	23		40	30	54	4	3109	'50	
Florida	'51	15	2	7429	53	143	74	2983	4	5423	2	1836	1589		337		15	113		1172	239	1018	52	22499	'51	Florida
	'50	11	2	8325	34	127	81	2514	13	7200		1634	1547		352		20	114	1	1401	224	1035	51	24686	'50	
Georgia	'51	2	7	11327	6	28	16	2791	6	8173	2	2838	2063	1	260		21	59	2	1261	255	405	26	29549	'51	Georgia
	'50	3	4	12536	6	44	26	2842	31	10590	1	2475	2287	1	220		14	94	1	1547	268	460	14	33464	'50	
Idaho	'51			2364		48	5	729	13	1735	1	1205	871	47	60	2	6	18	1	336	46	548	1	8036	'51	Idaho
	'50			2926	1	67	4	556	12	1878	3	1045	765	51	39		5	30	4	471	40	462	28	8387	'50	
Illinois	'51	58	6	15919	16	619	223	5563	31	10285	7	3934	5350	1	288		23	144	28	1148	636	798	128	45205	'51	Illinois
	'50	80	7	18655	10	628	212	4769	27	13279	6	3669	5645		289		59	155	4	1793	640	667	87	50681	'50	
Indiana	'51	11	3	10078	16	110	91	3257	25	7286	6	2084	3873		193		22	117		1459	540	528	37	29736	'51	Indiana
	'50	16	4	10668	12	148	103	2624	35	9702	6	2076	3831		132		43	154		1654	636	558	51	32453	'50	
Iowa	'51	1		7820	3	107	35	1979	3	6092	1	1631	3270	1	59		22	35		683	177	292	20	22231	'51	Iowa
	'50	2		10513	1	119	59	2208	3	8240	1	1573	3247		103		23	62		1035	180	337	16	27722	'50	
Kansas	'51			7383	2	56	39	1628	8	4931	5	1914	2346	1	14		15	19		585	131	441	4	19522	'51	Kansas
	'50			8680	5	65	27	1361	8	6115	2	1753	2260		20		31	54		770	80	367	1	21599	'50	
Kentucky	'51	11		7007	2	64	26	1652	10	4918	2	1899	1739		57		25	31		646	94	709	5	18897	'51	Kentucky
	'50	4		9566	6	82	48	1621	19	6634		2452	2030		41		35	31	1	827	93	816	1	24307	'50	
Louisiana	'51	16		7295	7	89	13	1423	1	5799	6	2148	1357		41		7	8		807	82	368		19467	'51	Louisiana
	'50	8		7386	17	59	8	1471	4	6613	2	1976	1380		44		16	26		1038	101	421	3	20573	'50	
Maine	'51	9	14	1884		5	5	467	10	1449		626	543		123		9	2		214	58	204	2	5624	'51	Maine
	'50	13	21	2562		7	6	594	16	1510		771	786		90		18	10	1	332	53	233	7	7030	'50	
Maryland	'51	37	73	3725	2	18	92	1369	57	2723	1	1015	1167		200		9	59	6	263	159	197	15	11187	'51	Maryland
	'50	20	82	4421	6	48	88	1306	63	3601	1	895	1126		155		11	56	4	325	175	155	9	12547	'50	
Massachusetts	'51	194	102	4421	3	110	163	1775	39	3651	8	1217	1342		352		26	140	49	420	364	301	20	14697	'51	Massachusetts
	'50	241	159	5583	3	191	156	2128	50	4401	3	1332	1668		445		66	155	87	808	440	333	30	18279	'50	
Michigan	'51	82	2	14439	5	115	263	4649	90	13118	1	3335	2594	1	217		36	289		808	325	525	44	40938	'51	Michigan
	'50	31	1	17880	3	135	339	4294	137	16142	2	3149	2692	27	241		32	286		1097	278	451	24	47241	'50	
Minnesota	'51	5		6521	6	74	45	2135	1	5424	23	1590	2669	19	71		30	36	1	823	146	391	34	20044	'51	Minnesota
	'50	8		9461	6	142	106	2153	15	7588	14	1627	3012	36	100		30	47		1621	162	391	35	26554	'50	
Mississippi	'51			7966	1	5		1579	8	5160	1	2980	1528		71		12	3		707	68	433	2	20524	'51	Mississippi
	'50	2		8309	6	14	1	1587	4	6077	1	2510	1475		39		22	17		908	64	385	3	21424	'50	
Missouri	'51	13		12791	8	69	106	3470	4	8261	3	3820	2772		120		19	70	3	934	545	434	19	33461	'51	Missouri
	'50	8		15978	4	92	126	3063	2	10199	2	3609	2899	3	149		22	75		1398	415	508	34	38586	'50	
Montana	'51	1		2854	1	45	5	608	4	2084	4	938	1162	25	38	6	2	47		324	49	666	3	8866	'51	Montana
	'50			3761	2	48	3	697	11	2315	3	828	1135	25	11		8	36		510	19	682	8	10102	'50	
Nebraska	'51	5	1	6029	6	154	16	1065		4267	11	1792	2142	33	61		14	41		586	146	550	3	16922	'51	Nebraska
	'50			6800	2	203	19	1109	3	5192	11	1427	1912	50	32		11	36		714	123	473	13	18130	'50	
Nevada	'51			584		5		198		395	1	365	174		1			3		62	4	81	1	1874	'51	Nevada
	'50			592		4		133		429		293	109				3			97	2	115	4	1781	'50	
New Hampshire	'51	12	13	1045	1	6	17	327	3	806	2	300	315		89		10	16	1	121	24	136	5	3249	'51	New Hampshire
	'50	13	11	1128	1	16	11	455	4	885	1	351	376		106		6	42	1	160	23	119	5	3714	'50	
New Jersey	'51	191	379	8298	7	148	271	2731	90	5981	13	2173	2044		627		61	111	25	553	506	642	19	24870	'51	New Jersey
	'50	182	347	9076	7	263	286	2599	93	7002	19	2483	2370		652		101	101	17	820	498	608	25	27549	'50	
New Mexico	'51	4		2472	5	5	1	522		1419	3	988	460	2	42	2	1	31		305	17	215	7	6501	'51	New Mexico
	'50	1		3806	5	2	2	605	9	1954	2	1054	472	5	40		5	14		538	26	248	9	8797	'50	
New York	'51	365	778	15519	54	549	412	6480	125	10868	46	4008	4828		1502		63	543	30	1034	1198	1220	218	49840	'51	New York
	'50	475	844	18066	55	876	379	7000	303	12269	56	4793	5744	1	1637		105	508	58	1789	1274	1296	272	57800	'50	
North Carolina	'51	74	4	10642	18	35	81	2678	8	7447	1	3022	2323		428		26	44	3	1200	300	521	238	29093	'51	North Carolina
	'50	88	4	11875	26	49	63	2487	24	9704		2293	2254		646		28	35	7	1362	343	442	174	31904	'50	
North Dakota	'51			2252		11	5	629	7	1957		576	1320		1		1	3		270	4	213	3	7252	'51	North Dakota
	'50			2541	3	28	3	521	5	2311		510	1117		8		3	5		345	2	226	4	7632	'50	
Ohio	'51	111	16	14849	24	252	357	5183	69	11532	15	3541	4769		489		102	267		1460	1211	1199	21	45467	'51	Ohio
	'50	114	14	18208	15	337	436	4609	120	15074	13	3853	5297		588		107	273		1678	1235	751	19	52741	'50	
Oklahoma	'51	3		8621	6	8	55	2099	3	5797	41	2109	2122	9	47		7	43		654	267	354	25	22270	'51	Oklahoma
	'50	1		10579	12	17	62	2214		8002	16	2373	2132	2	52		22	61		1042	270	472	3	27332	'50	
Oregon	'51	20		4360	2	85	40	1761	19	2953	1	1797	1585	87	224	17	2	28	9	436	171	980	59	14636	'51	Oregon
	'50	23		4942	4	98	39	1351	12	3738	7	1686	1505	69	167		3	22	8	597	106	767	79	15223	'50	
Pennsylvania	'51	275	593	16834	17	302	233	7304	125	12279	16	4314	5739		1186		64	257	29	1441	1061	1191	123	53383	'51	Pennsylvania
	'50	258	705	19345	17	455	308	6963	127	15873	4	4862	6141		1197		135	489	37	2045	1235	1179	98	61473	'50	
Rhode Island	'51	73	8	882	4	17	24	325		819		202	285		62		4	3	2	94	65	52	5	2926	'51	Rhode Island
	'50	65	6	1117		27	58	467	4	1022		223	412		86		12	20	5	137	61	98	5	3825	'50	
South Carolina	'51	15	1	6557	3	13	18	1371		3502	2	1376	976		145		9	8		512	121	152	13	14794	'51	South Carolina
	'50	7		5633	4	9	24	1175	1	4078	4	1234	709		159		15	9		584	109	158	10	13922	'50	
South Dakota	'51			1998		43	2	661	2	1647		636	1328	3	9		4	11		293	20	323		6980	'51	South Dakota
	'50			2510	6	74	9	606	3	1948	4	504	1074	21	2		8	11		328	18	391	5	7522	'50	
Tennessee	'51		9	8101	5	25	35	2315	19	5654		2445	1793		153		15	12		745	209	305	14	21854	'51	Tennessee
	'50	13	5	12151	20	99	41	3253	23	8675	4	3554	2604	2	231		20	76	2	1585	357	556	8	33279	'50	
Texas	'51	81		33503	44	197	137	8189	9	22604	6	10908	6734	11	414		71	183		3021	925	1640	24	88701	'51	Texas
	'50	73	1	37695	19	194	135	7484	24	29401	5	10016	6810	18	323		68	122		4116	691	1819	39	99053	'50	
Utah	'51			2030	4	32	27	394	14	1348	2	795	596	24	35	8	4	24		148	51	198	9	5743	'51	Utah
	'50			2546	5	64	8	343	5	1427	3	728	557	22	46		12	22		215	41	190	29	6263	'50	
Vermont	'51	1	7	876		10	2	218	4	566	3	302	326		30			15		69	10	241	13	2693	'51	Vermont
	'50	1	12	936	1	4	5	351	2	555		368	387		21		2	15		105	10	213	13	3001	'50	
Virginia	'51	59	38	7971	3	44	90	2210	26	5686	54	1865	2114		359		14	40		742	254	493	20	22082	'51	Virginia
	'50	55	45	9194	7	35	82	2130	29	7269	2	1938	1795		243		14	48		927	232	459	37	24541	'50	
Washington	'51	4		4224	8	98	49	1899	2	2999	7	1684	1572	109	133	7	5	54	7	414	185	619	62	14141	'51	Washington
	'50	5		5263	9	60	64	1403	4	3708	1	1520	1554	83	151		18	54	6	596	108	524	70	15201	'50	
West Virginia	'51	4	31	3664	5	14	29	1313	29	2741	9	1141	849		89		13	28		293	102	695	3	11052	'51	West Virginia
	'50	4	16	4162	6	18	23	1092	15	3238	3	1011	725		79		17	28		351	66	703	1	11558	'50	
Wisconsin	'51	20		7395	4	100	86	2104	24	5178	77	1884	2765	1	99		21	95	6	635	234	414	43	21185	'51	Wisconsin
	'50	9		9196	5	97	101	1858	28	7222	54	1660	2932		86		37	136	5	998	221	380	51	25076	'50	
Wyoming	'51			1662		19		393		1088		620	616	8	15		2	10		148	26	461	1	5069	'51	Wyoming
	'50			2295	1	22	4	436	8	1271	4	608	500	6	6		3	7		237	14	504	6	5932	'50	
12 Months' Total	'51	2112	2182	350344	434	4508	3752	106600	1008	250802	501	100285	95184	668	9794	301	908	3427	334	32675	12260	24292	1479	1003850	'51	12 Months' Total
	'50	2072	2384	414496	422	5675	4309	99716	1469	315912	323	97200	97818	673	9908		1362	3876	354	45881	12050	24640	1767	1142307	'50	







How to get your 800 million

In 1952, the readers of Collier's will buy over 438,000 automobiles — and will pay 800 million dollars for them.

Sales like this don't just happen. Collier's makes them happen.

For week after week, Collier's puts on the most exciting show in the magazine field. Week after week, it is read, discussed, debated—*and quoted in newspapers more than any other of the major magazines.*

Here are the latest available figures, for the fourth quarter of 1951:

Percentage of Times Quoted or Mentioned

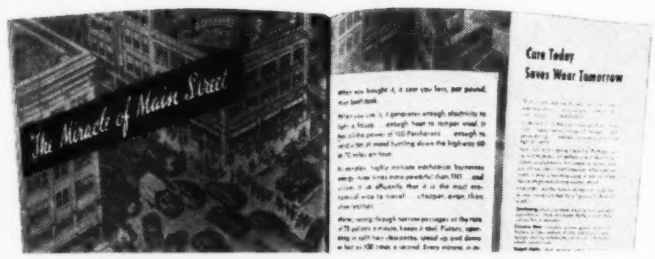
(Weeklies)	
Collier's	**46%**
Life	**22%**
The Saturday Evening Post	**11%**
(Biweekly)	
Look	**21%**
	100%

This bold, buoyant, stimulating journalism does more than move people—it moves *cars*, too. 800 million dollars' worth this year.

If the car you sell is advertised in Collier's, you've got first call on these sales!

Want to know more about this 800 million dollar market?

Write us here in Detroit and tell us what territory you cover. We'll send you potent facts and figures covering Collier's circulation in your area.



Collier's Makes Things Happen in the Car Service Field, Too

Three times a year, spring, summer and fall, Collier's publishes a two-page feature on the importance of keeping cars in shape for top performance. *Result: Collier's readers are repair-minded. Last year they spent millions of dollars for parts and accessories alone.*

Collier's

—Makes Things Happen!

The Crowell-Collier Publishing Company,
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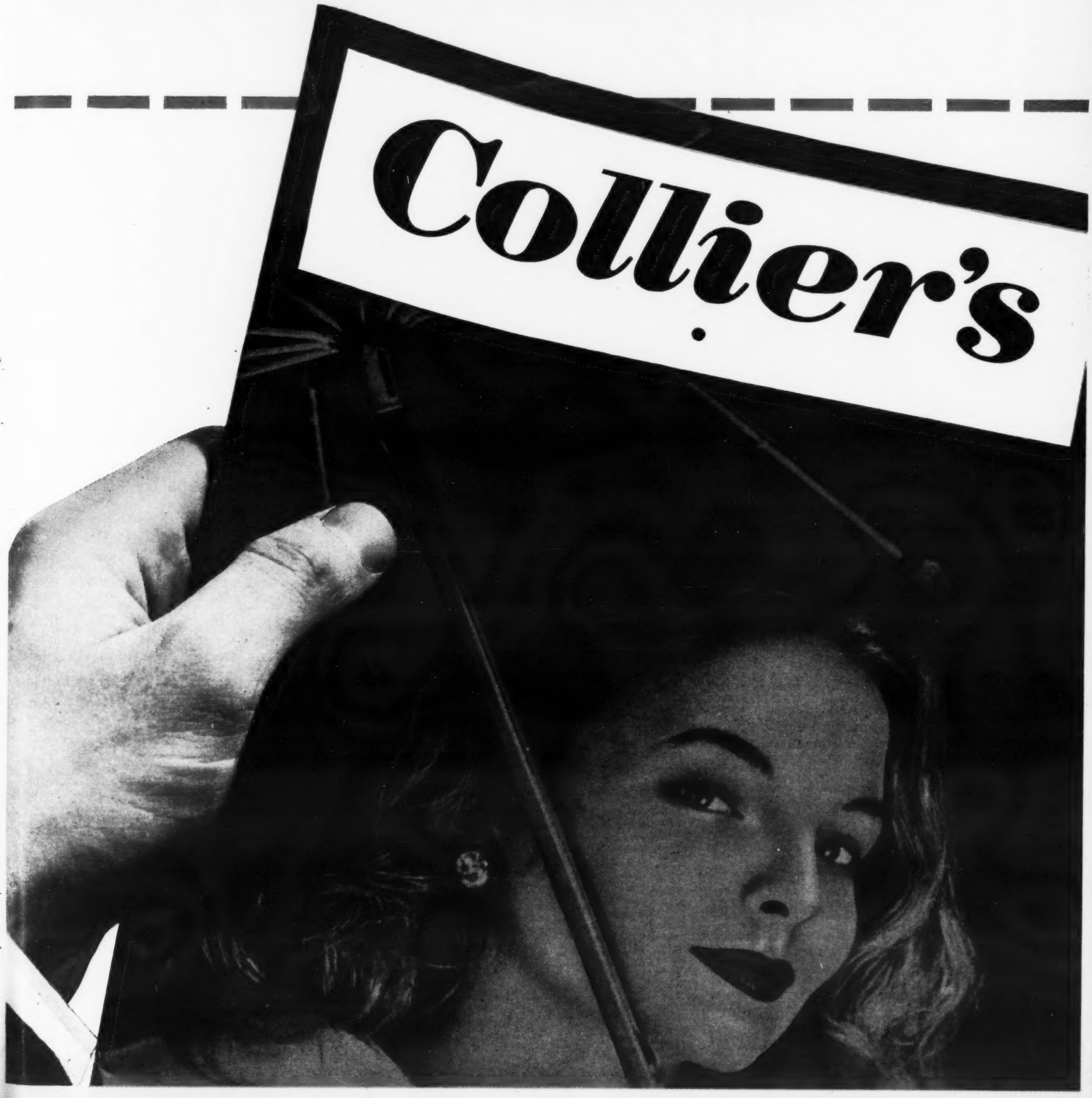
hands on an dollar market

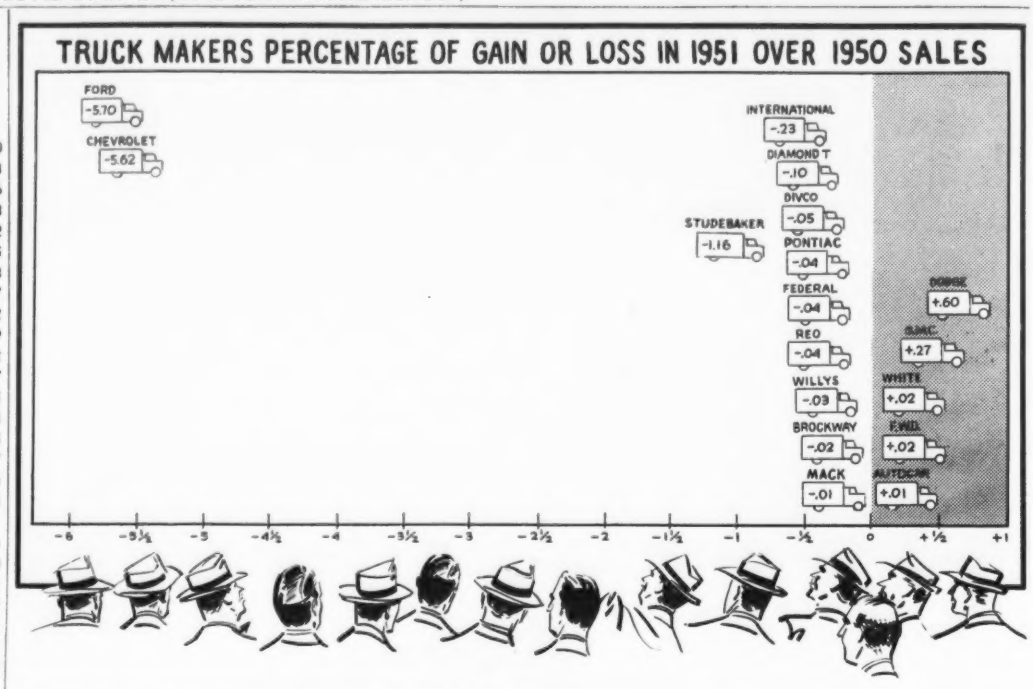


New Commercial Car Registrations By States, 1941-1951

	1951	1950	1949	1948	1947	1946	1941
Alabama	23,294	25,187	21,674	22,309	17,615	15,705	15,260
Arizona	7,079	6,980	5,744	6,042	4,811	3,424	3,468
Arkansas	20,617	24,068	21,969	18,289	14,563	10,598	13,636
California	63,284	66,685	55,036	64,009	58,653	41,437	39,453
Colorado	12,269	15,101	12,569	12,285	9,490	5,412	6,502
Connecticut	8,229	9,199	7,212	9,903	8,665	6,089	7,735
Delaware	2,748	3,076	2,867	3,238	2,733	1,746	1,983
Florida	22,499	24,686	19,769	19,557	18,383	13,412	12,197
Georgia	29,549	33,464	27,354	28,207	20,499	13,446	15,742
Idaho	8,036	8,387	8,091	8,258	6,110	3,643	4,359
Illinois	45,205	50,681	51,130	52,646	45,457	31,393	31,692
Indiana	29,736	32,453	26,062	27,196	25,755	16,534	19,347
Iowa	22,231	27,722	25,823	26,358	20,835	14,058	14,585
Kansas	19,522	21,599	22,234	22,246	16,957	12,154	12,508
Kentucky	18,897	24,307	21,116	22,170	17,193	11,729	11,395
Louisiana	19,467	20,573	18,684	16,061	12,653	9,143	9,907
Maine	5,624	7,030	6,032	7,497	7,683	4,773	5,646
Maryland	11,187	12,547	9,954	13,268	12,412	8,554	9,138
Massachusetts	14,697	18,279	12,698	17,878	17,695	14,915	15,211
Michigan	40,938	47,241	35,257	39,568	33,553	24,203	22,186
Minnesota	20,044	26,554	22,555	23,996	17,108	13,453	13,103
Mississippi	20,524	21,424	18,663	18,093	15,264	12,297	10,408
Missouri	33,461	38,586	31,915	31,611	27,631	21,826	22,135
Montana	8,866	10,102	9,714	10,453	8,243	4,414	5,544
Nebraska	16,922	18,130	17,030	16,664	12,082	8,283	7,754
Nevada	1,874	1,781	1,788	1,654	1,373	1,136	1,130
New Hampshire	3,249	3,714	3,147	3,838	3,749	1,838	2,879
New Jersey	24,870	27,549	23,158	35,219	22,604	17,666	16,909
New Mexico	6,501	8,797	7,446	6,082	4,952	3,113	4,093
New York	49,840	57,800	47,784	62,446	56,259	43,836	36,203
North Carolina	29,093	31,904	27,551	28,054	24,445	15,196	18,078
North Dakota	7,252	7,632	9,690	8,283	6,151	3,823	4,671
Ohio	45,467	52,741	39,886	47,755	45,336	32,581	30,389
Oklahoma	22,270	27,332	23,677	22,544	18,392	13,346	13,844
Oregon	14,636	15,223	12,865	15,560	12,184	7,465	8,973
Pennsylvania	53,383	61,473	46,306	60,271	52,586	38,014	38,426
Rhode Island	2,926	3,825	3,479	4,600	3,495	2,606	3,039
South Carolina	14,794	13,922	12,148	12,536	11,194	8,405	7,978
South Dakota	6,980	7,522	8,074	7,872	5,549	3,456	3,538
Tennessee	21,854	33,279	26,682	26,756	23,206	15,603	13,901
Texas	88,701	99,053	71,650	67,737	55,182	31,275	44,296
Utah	5,743	6,263	5,756	5,968	4,612	2,680	3,256
Vermont	2,693	3,001	3,458	4,294	3,946	2,482	2,867
Virginia	22,082	24,541	21,648	23,530	22,555	14,224	15,938
Washington	14,141	15,201	14,048	18,054	13,780	9,148	10,672
West Virginia	11,052	11,558	10,451	12,082	9,019	6,639	8,570
Wisconsin	21,185	25,076	22,596	23,398	19,729	13,610	14,744
Wyoming	5,069	5,932	4,567	4,853	3,492	2,286	2,503
Dist. of Col.	2,870	3,109	2,954	3,987	3,299	2,180	2,906
Yearly Totals	1,003,850	1,142,307	961,961	1,035,174	879,132	625,249	640,697

New Passenger Car Registrations By States, 1946-1951

	1951	1950	1949	1948	1947	1946
Alabama	64,420	79,156	58,273	40,432	35,508	21,850
Arizona	22,040	26,570	20,995	12,994	10,655	5,711
Arkansas	37,534	47,003	34,030	21,319	19,786	10,817
California	392,682	519,999	389,544	272,209	253,341	136,419
Colorado	43,172	58,953	42,770	27,942	25,958	13,346
Connecticut	73,246	86,097	66,278	50,745	48,782	27,797
Delaware	15,277	17,421	14,655	9,996	8,846	5,243
Florida	94,103	116,904	84,238	53,746	49,009	26,680
Georgia	93,854	113,923	80,886	59,703	53,432	25,102
Idaho	23,151	27,355	23,211	14,554	12,093	6,106
Illinois	350,846	417,871	345,156	241,231	218,536	122,081
Indiana	159,446	200,112	148,827	101,128	97,223	55,569
Iowa	95,638	128,114	102,183	68,947	54,837	33,008
Kansas	76,047	91,572	74,760	48,970	40,864	23,635
Kentucky	62,832	78,897	61,597	43,082	38,144	23,291
Louisiana	59,212	81,231	65,820	44,925	35,525	19,747
Maine	22,467	29,175	23,140	17,298	15,690	8,473
Maryland	78,073	93,227	69,985	52,762	48,034	26,309
Massachusetts	137,643	166,815	133,288	102,244	97,447	63,188
Michigan	343,779	430,231	321,421	280,853	246,973	141,115
Minnesota	112,416	153,203	107,435	76,781	60,567	37,325
Mississippi	42,386	50,797	40,163	28,242	26,382	13,783
Missouri	140,397	174,394	131,269	93,266	84,905	49,606
Montana	24,735	31,249	23,681	18,014	15,300	7,015
Nebraska	55,510	67,964	51,105	35,234	28,654	16,786
Nevada	6,173	7,672	6,607	5,028	4,597	2,105
New Hampshire	16,226	19,154	15,162	10,539	10,790	5,099
New Jersey	179,333	210,785	165,842	116,945	106,585	63,784
New Mexico	18,512	23,289	17,571	10,897	8,969	4,685
New York	420,720	542,195	415,634	338,254	308,710	183,070
North Carolina	98,339	119,477	93,514	59,584	54,756	30,648
North Dakota	23,213	27,549	22,905	13,359	11,894	6,046
Ohio	315,606	388,389	302,830	220,248	215,359	124,689
Oklahoma	69,112	90,591	65,563	44,942	39,119	24,510
Oregon	58,446	72,261	55,212	39,655	34,121	17,520
Pennsylvania	367,310	435,035	336,446	257,764	228,733	137,695
Rhode Island	24,516	32,884	24,463	19,816	18,261	10,052
South Carolina	49,138	58,073	45,543	30,599	28,705	16,635
South Dakota	22,403	28,158	22,215	14,338	10,808	6,281
Tennessee	70,924	105,144	78,850	60,141	59,732	30,689
Texas	288,935	366,050	243,837	168,379	139,780	88,069
Utah	21,923	27,670	21,366	13,874	12,278	6,280
Vermont	11,457	13,554	13,355	8,991	8,164	4,167
Virginia	104,683	130,886	104,106	73,515	67,435	31,573
Washington	70,792	91,061	74,241	54,109	47,711	25,565
West Virginia	41,345	45,807	36,293	25,098	22,882	13,432
Wisconsin	121,821	151,161	120,845	84,224	71,116	44,608
Wyoming	12,837	17,804	12,023	8,766	7,049	3,834
Dist. of Col.	26,233	33,466	29,209	25,270	23,186	14,048
Totals	5,060,903	6,326,438	4,838,342	3,490,952	3,167,231	1,815,196



Miscellaneous Registrations For United States 1951-1950

CARS

Make	1951	1950
Checker	2,732	2,262
Keller	1	0
King Midget	40	23
Muntz	42	0
Miscellaneous	347	90
Total, American	3,162	2,375
Foreign		
Alfa-Romeo (I)	2	4
Allard (B)	42	21
Alvis (B)	1	2
Austin (B)	3,800	5,452
Bentley (B)	12	18
Bristol (B)	1	...
Citroen (F)	5	13
Daimler (B)	19	5
British Ford (B)	3,508	1,869
Ferrari (I)	3	3
Fiat (I)	13	45
Healey (B)	2	7
Hillman (B)	3,787	3,279
Humber (B)	309	89
Jaguar (B)	1,702	912
Jensen (B)	1	2
Jowett (B)	46	5
Lea-Francis (B)	3	3
Meteor (C)	3	4
MG (B)	3,790	1,576
Morgan (B)	8	3
Morris (B)	1,583	695
Opel (G)	7	...
Peugeot (F)	3	9
Renault (F)	777	1,551
Riley (B)	226	117
Rolls-Royce (B)	14	18
Rover (B)	241	66
Simca (F)	50	34
Singer (B)	199	125
Standard (B)	19	30
Sunbeam-Talbot (B)	133)	120
Talbot (F)	10)	
Triumph (B)	10	18
Vauxhall (B)	3	...
Volkswagon (G)	390	157
Miscellaneous	106	84
Total, Foreign	20,828	16,336
Grand Total	23,990	18,711

Key: B — British; C — Canadian; F — French; G — German; I — Italian.

TRUCKS

Make	1951	1950
Austin (B)	65	108
Available	24	30
Biederman	1	8
Brown	230	316
Coleman	1	11
Corbitt	153	109
Dart	12	24
Duplex	5	7
Euclid	89	59
Freightliner	126	83
Hendrickson	103	88
Hillman (B)	15	0
Linn	1	9
Marmon-Herrington	55	97
Nash	211	52
Oshkosh	92	100
Thames (B)	171	258
Walter	80	82
Ward LaFrance	45	46
Total	1,479	1,487

New-Truck Registrations by Makes 1940-1951

	1951	1950	1949	1948	1947	1946	1941	1940
Autocar	2,112	2,072	1,655	2,770	4,334	4,755	2,510	1,944
Brockway	2,182	2,384	1,626	2,958	4,255	3,683	2,294	1,672
Chevrolet	350,344	414,496	345,519	302,219	235,803	171,618	212,797	185,636
Crosley	434	422	871	2,411	.....	.....	.....	.....
Diamond-T	4,508	5,675	5,172	10,657	10,475	5,093	6,077	6,354
Divco	3,752	4,309	3,577	5,618	4,893	3,734	2,306	1,662
Dodge	106,600	99,716	116,956	114,431	126,736	96,490	62,925	54,323
Federal	1,008	1,469	1,225	4,026	6,020	4,557	1,611	1,613
Ford	250,802	315,912	202,179	225,729	186,414	131,469	174,024	159,514
FWD	501	323	337	811	1,195	585	.....	.....
GMC	100,285	97,200	80,407	74,857	49,187	25,645	45,703	38,841
Internat'l	95,184	97,818	91,164	125,203	113,151	78,392	92,482	76,833
Kenworth	668	673	*	*	*	*	*	*
Mack	9,794	9,908	6,866	9,795	10,917	4,687	9,468	7,736
Pontiac	908	1,362	775	.....	.....	.....	.....	.....
Reo	3,427	3,876	4,003	10,773	12,911	10,489	1,543	624
Sterling	334	354	229	411	576	510	.....	.....
Studebaker	32,675	45,881	55,099	50,657	41,861	25,360	5,078	1,206
White	12,260	12,050	8,318	11,603	13,086	10,117	9,271	6,468
Willys	24,292	24,640	32,765	76,484	49,819	42,135	2,031	2,291
Misc.	1,780	1,767	3,218	3,761	7,496	5,930	10,577	12,433
Total	1,003,850	1,142,307	961,961	1,035,174	879,132	625,249	640,697	559,150

*Included in Miscellaneous.

New-Car Registrations by Makes 1946-1951

	1951	1950	1949	1948	1947	1946
CHRYSLER GROUP:						
Chrysler	149,435	151,300	130,516	105,315	93,871	65,532
DeSoto	112,643	115,023	103,311	82,454	72,966	54,420
Dodge	298,603	300,104	273,530	213,923	209,552	135,488
Plymouth	542,649	547,367	527,915	347,174	313,118	211,800
Total	1,103,330	1,113,794	1,035,272	748,866	689,507	467,240
FORD GROUP:						
Ford	862,309	1,166,118	806,766	486,888	532,646	326,822
Lincoln	25,816	34,318	37,691	32,638	24,081	10,798
Mercury	233,339	318,217	186,629	137,512	111,198	61,187
Total	1,121,464	1,518,653	1,031,086	657,038	667,925	398,807
G.M. GROUP:						
Buick	392,285	535,807	372,425	244,762	246,115	126,322
Cadillac	97,093	101,825	80,880	59,379	53,279	23,666
Chevrolet	1,067,042	1,420,399	1,031,466	709,609	640,709	329,601
Oldsmobile	273,472	372,519	269,351	175,531	180,078	93,094
Pontiac	337,821	440,528	321,033	228,939	206,411	113,109
Total	2,167,713	2,871,078	2,075,155	1,418,220	1,326,692	685,792
K-F GROUP:						
Kaiser	52,286	85,832	57,995	108,367	55,571	3,501
Frazer	.....	11,884	15,827	57,994	51,158	1,873
Henry J	51,372	14,339	.....	.....	.....	.....
Total	103,658	112,055	73,822	166,361	106,729	5,374
NON-AFFILIATED MFRS:						
Crosley	5,304	6,986	10,175	25,400	15,934	2,868
Hudson	96,847	134,219	137,907	109,497	83,344	72,484
Nash	140,035	175,722	135,328	104,156	102,808	85,169
Packard	66,999	73,155	97,771	77,843	47,875	36,435
Studebaker	205,514	268,229	199,460	143,120	102,123	58,051
Willys	26,049	33,926	28,576	21,408	23,400	2,329
Miscellaneous	23,990	18,711	13,790	19,043	894	647
Total	564,738	710,858	623,007	500,467	376,378	257,983
YEAR TOTAL	5,060,903	6,326,438	4,838,342	3,490,952	3,167,231	1,815,196

It's a great time to be a HUDSON DEALER!

Hudson Dealers have a fabulous new HUDSON HORNET to sell—

a new version of car that sparked tremendous public enthusiasm from the moment it was introduced.

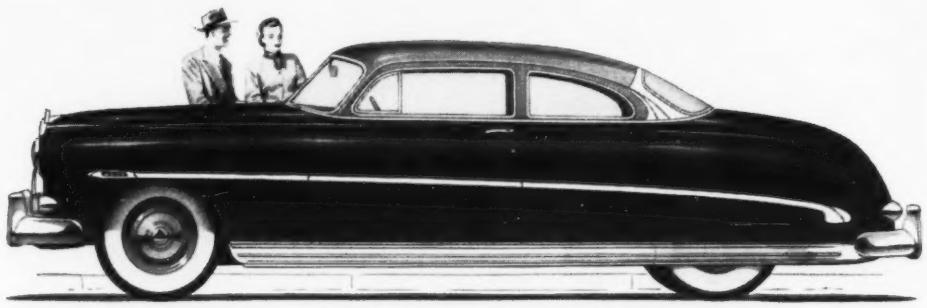
It offers you many exclusive selling points. For here's power and stamina that made the Hudson Hornet national stock-car champion. Here's flashing acceleration and sustained energy as only the Hudson Hornet's H-145 engine can deliver it. Here, too, is America's safest car, with Hudson's exclusive "step-down" design . . . the lowest center of gravity . . . greatest road-hugging ability . . . and the most room.

NEW HUDSON HORNET FOUR-DOOR SEDAN IN HUDSON-AIRE HARDTOP STYLING

And the fabulous Hudson Hornet has a new, lower-priced running mate, the spectacular HUDSON WASP

This new favorite has all of Hudson's exclusives: "step-down" design, Monobilt body-and-frame*, Triple-Safe Brakes, and a power-packed, high-compression H-127 engine.

*Trade-mark and patents pending



HUDSON WASP CLUB COUPE IN HUDSON-AIRE HARDTOP STYLING

COMING SOON

a new, lightweight wonder car

To sell for hundreds of dollars less than the lowest-priced current Hudson model. It will be new from stem to stern—more beautifully streamlined, roomier, safer and will have more power than anything ever seen in its class. It's a car made possible by Hudson's exclusive "step-down" design. It will boost Hudson Dealers' already broad market coverage to 93.7% of the entire potential new-car market.

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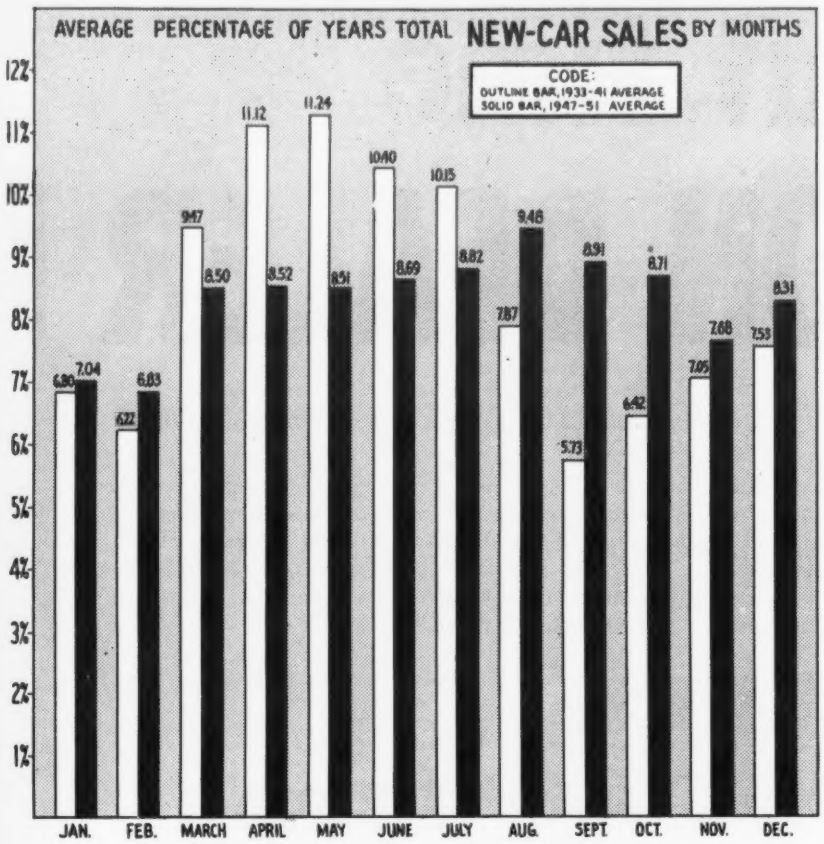
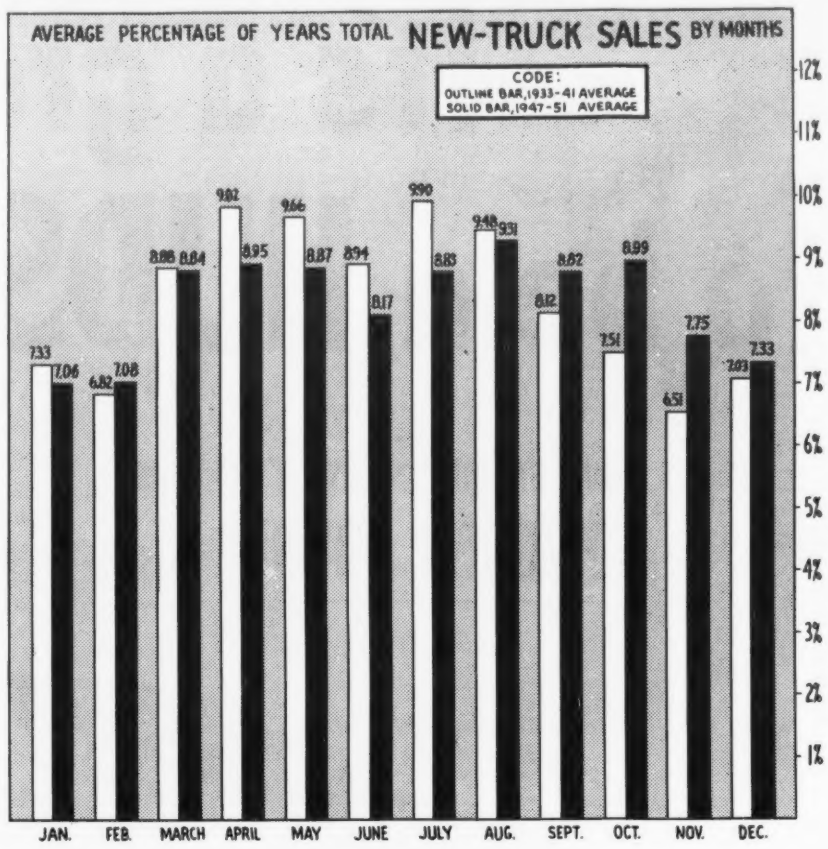
- ★ **Hudson Dealers have four great series. There's the fabulous Hudson Hornet, the brilliant Commodores, the spectacular Hudson Wasp and the thrifty Pacemaker.**
- ★ **Hudson has more sales points—the key to effective selling—than any other car.**
- ★ **Hudsons are easier to service because Hudson's basic design is better.**
- ★ **Current independently made surveys show Hudson at the top of the list of cars whose owners plan to stay with their present make of automobile.**
- ★ **Because Hudsons are so durable, and last so long, they are easy to recondition, give remarkable buyer satisfaction and therefore represent exceptional used-car values.**

Now is the time to look into these advantages. A few dealer franchises are still open in choice locations for those qualified. Your communication will be treated as confidential, of course.

Write, wire or phone C. A. J. Hadley, sales manager, Hudson Motor Car Co., Detroit 14, Michigan.





New Passenger Car Registrations by Months, 1951-1950

Figures Supplied by R. L. Polk & Co.

MONTHS		Austin	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.	Total
January	'51	424	37396	9441	114523	12573	542	9891	23471	78562	4550	9334	5533	2810	22960	11228	22469	7000	39312	37362	19422	2421	1542	472766
	'50	444	28038	2737	84887	12090	519	8420	23684	70654	.....	9159	2556	1868	17551	7584	19592	4146	43407	27227	14404	1820	775	381562
February	'51	298	37237	8384	88810	11423	488	9230	25333	72056	4726	10025	5379	2417	20694	9973	23195	6134	46030	28150	17338	2182	1295	430797
	'50	507	33101	3843	99270	8968	559	6636	17762	80801	.....	8942	2407	2384	20417	9213	26593	4540	29006	30573	20866	1808	794	408990
March	'51	292	42969	8985	110166	15967	597	10212	29379	88497	6592	12124	6423	2228	21521	11619	29886	7088	52175	33468	18561	2494	1356	512599
	'50	560	48768	7631	121764	5022	616	3637	10633	108157	.....	12609	3521	2889	28898	14549	34797	6776	12921	38788	29942	2407	1000	495885
April	'51	252	35979	8353	99181	15988	494	8584	25389	85184	5451	9179	5116	2147	19722	11123	28101	5721	51577	29543	16657	2192	1380	467313
	'50	499	47487	7724	121188	2295	495	1625	4337	103499	.....	13754	2914	3001	28645	18085	32118	7726	4919	36918	29267	2279	2440	471215
May	'51	250	34465	8301	98001	16170	479	10355	26837	83330	4887	9010	4356	2119	22302	11410	25923	5504	57105	28515	17385	2227	1515	470446
	'50	438	46958	7773	117626	4113	503	2794	7818	105198	.....	14147	3704	3027	31030	20380	31520	7614	13891	37429	25987	3103	3310	488363
June	'51	239	33015	7892	94921	14958	476	10506	27569	79557	4612	7940	4141	1989	21175	11708	23439	5150	57198	27762	16263	2503	1652	454665
	'50	396	46261	8839	123388	14957	512	12085	29946	106562	.....	14072	9575	3021	30153	19788	31649	7131	54316	38616	26212	3447	2996	583922
July	'51	214	30735	7622	85970	11921	383	9007	24313	66696	3877	6880	3989	1710	18253	11710	22167	5109	48836	27266	15614	2535	1526	406333
	'50	606	48884	9301	126897	18134	754	14173	37182	99694	.....	15918	13116	3306	28773	20251	33153	7046	61419	39279	24528	4522	2990	609926
August	'51	268	30139	8350	84627	11525	476	9565	26744	72897	3946	7095	3960	2324	19956	13172	21467	5126	51042	27506	20006	2166	2065	424422
	'50	656	55466	12566	147369	20641	849	15631	43708	113067	.....	15435	14507	3570	29371	18147	37801	3836	71740	45786	26026	4668	3155	683995
September	'51	385	30623	7698	79583	11882	421	10340	28402	62099	3635	6660	3743	2402	17963	14031	22145	5558	46387	27998	20076	2177	2009	406217
	'50	427	50180	12394	137662	16665	624	12482	37403	110211	.....	9868	13286	2853	28030	9722	34315	3515	73034	41654	25791	3375	2444	625755
October	'51	405	28106	8459	77377	9982	390	8907	23580	61494	3591	7111	3715	2275	16994	13557	19396	5515	35961	24525	16902	2286	2634	373162
	'50	345	41660	11288	128778	16997	573	12397	31340	113218	5330	4605	9496	2700	25583	14605	29418	7396	67961	36150	16055	2560	1918	580373
November	'51	420	26485	7057	68262	8904	310	8140	20483	56049	3011	5930	3135	1977	16308	11548	18097	4472	30986	22379	14779	1628	1739	332099
	'50	257	34706	10293	103557	13288	391	10516	23029	72106	4491	5737	4993	2351	22880	10394	24914	5850	52365	29834	9030	1655	1556	444193
December	'51	353	25136	6551	65621	8142	248	7906	17103	55888	2494	5559	2796	1418	15491	8956	17187	4622	26040	23347	12511	1238	1477	310084
	'50	317	54298	7436	108013	18130	501	14627	33262	82951	4518	9973	5757	3348	26886	13004	36829	7579	62388	38274	20121	2282	1765	552259
Grand Totals	'51	3800	392285	97093	1067042	149435	5304	112643	298603	862309	51372	96847	52286	25816	233339	140035	273472	66999	542649	337821	205514	26049	20190	5060903
	'50	5452	535807	101825	1420399	151300	6896	115023	300104	1166118	14339	134219	85832	34318	318217	175722	372519	73155	547367	440528	268229	33926	25143	6326438

New Commercial Car Registrations by Months, 1951-1950

Figures Supplied by R. L. Polk & Co.

MONTHS		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Peterbilt	Pontiac	Reo	Sterling	Studebaker	White	Willys	Misc.	Total	MONTHS	
January	'51	189	267	29314	29	407	408	10730	112	20899	38	8967	8121	74	1005	22	86	397	45	3195	1277	2357	119	88058	'51	January
	'50	113	154	22763	40	411	269	8305	101	17756	40	5067	5883	32	821	....	147	258	23	3497	633	1435	177	67925	'50	
February	'51	147	234	26853	36	379	346	8572	100	19017	50	7941	7691	76	1001	25	48	363	16	2459	1026	2039	162	78581	'51	February
	'50	128	141	24629	32	370	242	7236	83	19768	24	5767	6510	18	708	....	137	222	20	3502	681	1340	140	71698	'50	
March	51	235	269	30170	40	456	326	9038	94	21356	60	8702	8292	55	1088	49	51	366	33	2492	1075	1934	106	86287	'51	March
	'50	147	187	33854	49	492	294	7418	89	27967	25	8147	8909	46	859	....	183	275	33	4530	995	1624	143	96266	'50	
April	'51	203	214	29676	47	422	364	8513	102	21371	37	8751	8070	42	1009	26	68	284	27	2385	1146	2110	94	84961	'51	April
	'50	285	185	34553	37	495	343	4861	102	27231	20	7772	8512	45	804	....	172	269	27	3872	869	1650	137	92241	'50	
May	'51	222	206	33297	59	481	359	9009	133	23261	37	8672	7546	65	948	33	52	284	40	2435	1170	2214	104	90627	'51	May
	'50	134	140	34607	42	427	349	3773	124	26945	21	7934	8290	59	726	....	129	234	39	3843	931	1905	134	90786	'50	
June	'51	165	136	32621	33	384	304	9347	83	22161	31	8691	6643	55	745	9	82	308	27	2574	1071	1907	84	87461	'51	June
	'50	166	180	35438	30	436	308	5969	104	25773	24	7304	7926	63	690	....	138	271	25	3520	905	2109	133	91512	'50	
July	'51	171	142	32403	31	363	294	8449	62	20240	35	8310	6885	54	707	25	95	238	33	2604	965	1834	81	84021	'51	July
	'50	180	165	46049	45	499	332	9155	160	30986	27	9864	10150	65	678	....	126	297	33	4674	990	2439	126	117040	'50	
August	'51	153	161	32423	26	373	342	8710	58	21824	37	8765	8096	45	594	21	95	243	26	2923	883	1729	119	87646	'51	August
	'50	221	252	46851	35	588	459	11771	170	31239	27	10984	13648	47	765	....	116	369	27	4904	1173	2738	149	126533	'50	
September	'51	116	129	28342	39	312	251	8653	50	21954	27	8912	8906	51	590	20	64	238	20	3057	845	2087	151	84814	'51	September
	'50	149	195	40134	23	535	438	10821	93	31045	17	9249	11369	82	775	....	53	440	34	4253	1243	2644	192	113784	'50	
October	'51	181	175	29220	35	370	333	9655	82	23554	66	8908	11247	57	882	28	117	268	26	3470	1132	2373	102	92281	'51	October
	'50	192	246	36873	30	544	384	10321	169	29154	30	8235	6804	65	697	....	50	405	37	3263	1241	2261	168	101169	'50	
November	51	197	146	25219	31	312	260	8427	71	19027	45	7605	8099	69	687	32	78	242	18	2901	950	1931	170	76517	'51	November
	'50	160	289	31030	28	379	453	9117	143	23908	34	7808	3933	56	491	....	53	318	23	2818	997	1997	132	84167	'50	
December	'51	133	103	20806	28	249	165	7497	61	16138	38	6061	5588	25	538	11	72	196	23	2180	720	1777	187	62596	'51	December
	'50	197	250	27715	31	499	438	10969	131	24140	34	9069	5884	95	1894	....	58	518	33	3205	1392	2498	136	89186	'50	
Grand Totals	'51	2112	2182	350344	434	4508	3752	106600	1008	250802	501	100285	95184	668	9794	301	908	3427	334	32675	12260	24292	1479	1003850	'51	Grand Totals
	'50	2072	2384	414496	422	5675	4309	99716	1469	315912	323	97200	97818	673	9908	....	1362	3876	354	45881	12050	24640	1767	1142307	'50	

A Wonderful Performer with a Wonderful Reputation!

When the first Pontiac was introduced more than a quarter century ago it was designed to answer the needs—and the desires—of a vast group of drivers who wanted a fine car at low cost—a car priced only a few dollars above the very lowest, yet providing materially more in performance, dependability and comfort. Quality and value have always come first at Pontiac.

This policy has paid off—to the driving public and to Pontiac dealers, who have one of America's finest performers backed by an unsurpassed reputation for dependability and long life. It is sound engineering like this—plus quality manufacture every step of the way—that has made the Pontiac franchise one of the most respected in the industry.

Dollar for Dollar you can't beat a

Pontiac

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Motor Vehicle Scrappage, 1924-1951

Cars

Cars in Use Year	Cars in Use Number	New Cars Sold Year	New Cars Sold Number	Total Cars Barring Scrappage	Surviving Year	Surviving Number	Cars Failing to reregister —Scrappage	Scrappage % to Cars in Use	Scrappage % to New Cars Sold
1924	15,350,038	1925	2,967,755	18,317,793	1925	17,485,627	832,166	4.76	28.04
1925	17,485,627	1926	3,228,695	20,714,322	1926	18,915,260	1,799,062	9.51	55.72
1926	18,915,260	1927	2,623,538	21,538,798	1927	19,410,175	2,128,623	10.97	81.14
1927	19,410,175	1928	3,139,579	22,549,754	1928	20,673,852	1,875,902	9.07	59.75
1928	20,673,852	1929	3,880,247	24,554,099	1929	22,599,701	1,954,398	8.65	50.37
1929	22,599,701	1930	2,625,979	25,225,680	1930	22,345,090	2,880,590	12.89	109.70
1930	22,345,090	1931	1,908,141	24,253,231	1931	21,484,450	2,768,781	12.89	145.10
1931	21,484,450	1932	1,096,399	22,580,849	1932	19,752,283	2,828,566	14.32	257.99
1932	19,752,283	1933	1,493,794	21,246,077	1933	19,300,336	1,945,741	10.08	130.25
1933	19,300,336	1934	1,888,557	21,188,893	1934	20,725,926	462,967	2.23	24.51
1934	20,725,926	1935	2,743,908	23,469,834	1935	22,015,052	1,454,782	6.61	53.02
1935	22,015,052	1936	3,404,497	25,419,549	1936	23,846,488	1,573,061	6.60	46.21
1936	23,846,488	1937	3,483,752	27,330,240	1937	25,330,584	1,999,656	7.89	57.40
1937	25,330,584	1938	1,891,021	27,221,605	1938	24,455,012	2,766,593	11.31	146.30
1938	24,455,012	1939	2,653,377	27,108,389	1939	25,754,387	1,354,002	5.26	51.03
1939	25,754,387	1940	3,415,905	29,170,292	1940	27,157,554	2,012,738	7.41	58.92
1940	27,157,554	1941	3,731,166	30,888,720	1941	28,968,114	1,920,606	6.63	51.47
1941	28,968,114	1942-3-4	593,191	29,561,305	1944	24,218,562	5,342,743*	22.06	....
1944	24,218,562	1945-6	1,829,747	26,048,309	1946	26,464,525**	(416,216)***	...	....
1946	26,464,525	1947	3,177,376	29,641,901	1947	29,153,708	488,193	1.67	15.36
1947	29,153,708	1948	3,490,952	32,644,660	1948	31,789,143	855,517	2.69	24.51
1948	31,789,143	1949	4,838,342	36,627,485	1949	35,407,444	1,220,041	3.45	25.22
1949	35,407,444	1950	6,326,438	41,733,882	1950	39,418,772	2,315,110	5.87	36.59
1950	39,418,772	1951	5,060,903	44,479,675	1951	40,767,855	3,711,820	9.10	73.34

*Includes cars taken out of service, presumably due to wartime restrictions.

**The figure under "survivors" for 1946 includes cars out of registration in the 1944 count estimated at upwards of one million units.

***This minus figure is presumed to be the result of the reregistration of cars which had been out of service during the war.

Source: R. L. Polk & Co.

Trucks

Trucks in Use Year	Trucks in Use Number	New Trucks Sold Year	New Trucks Sold Number	Total Trucks Barring Scrappage	Surviving Year	Surviving Number	Trucks Failing to Reregister —Scrappage	Scrappage % to Trucks in Use	Scrappage % to New Trucks Sold
1924	2,126,216	1925	333,150	2,459,366	1925	2,332,585	126,781	5.44	38.05
1925	2,332,585	1926	387,341	2,719,926	1926	2,671,061	48,865	1.83	12.62
1926	2,671,061	1927	327,965	2,999,026	1927	2,804,196	194,830	6.95	59.41
1927	2,804,196	1928	341,123	3,145,319	1928	2,990,927	154,392	5.16	45.26
1928	2,990,927	1929	527,057	3,517,984	1929	3,302,761	215,223	6.52	40.84
1929	3,302,761	1930	410,699	3,713,460	1930	3,416,962	296,498	8.68	72.19
1930	3,416,962	1931	313,884	3,730,846	1931	3,318,782	412,064	12.41	131.28
1931	3,318,782	1932	180,332	3,499,114	1932	3,070,076	429,038	13.98	237.91
1932	3,070,076	1933	245,869	3,315,945	1933	2,962,614	353,331	11.89	143.71
1933	2,962,614	1934	403,886	3,366,500	1934	3,274,994	91,506	2.79	22.66
1934	3,274,994	1935	510,683	3,785,677	1935	3,535,661	250,016	7.07	48.96
1935	3,535,661	1936	611,644	4,147,305	1936	3,887,393	259,912	6.68	42.49
1936	3,887,393	1937	618,249	4,505,642	1937	4,150,072	355,570	8.57	57.51
1937	4,150,072	1938	365,349	4,515,421	1938	4,038,207	477,214	11.82	130.62
1938	4,038,207	1939	486,748	4,524,955	1939	4,318,706	206,249	4.77	42.37
1939	4,318,706	1940	576,327	4,895,033	1940	4,539,969	355,064	7.82	61.61
1940	4,539,969	1941	640,697	5,180,666	1941	4,838,378	342,288	7.07	53.42
1941	4,838,378	1942-3-4	350,797	5,189,175	1944	4,506,189	682,986	15.16	....
1942	4,506,189	1945-6	1,348,789	5,854,978	1946	5,462,973	392,005	7.18	29.06
1946	5,462,973	1947	954,217	6,417,190	1947	6,378,433	38,757	.61	4.06
1947	6,378,433	1948	1,035,174	7,413,607	1948	7,105,740	307,867	4.33	29.74
1948	7,105,740	1949	961,961	8,067,701	1949	7,583,663	484,038	6.38	50.32
1949	7,583,663	1950	1,142,307	8,725,970	1950	8,198,529	527,441	6.43	60.42
1950	8,198,529	1951	1,003,850	9,202,379	1951	8,552,758	649,621	7.60	64.72

New Motor Vehicle Registrations, 1938-1951

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
January	145,765	203,212	260,216	297,558	N.A.	209,063	274,978	273,161	381,562	472,766
February	120,359	164,942	224,625	299,701	N.A.	214,333	249,781	258,218	408,990	430,797
March	181,222	248,038	312,371	419,396	N.A.	264,714	311,650	360,584	495,885	512,599
April	192,241	268,335	353,239	488,460	N.A.	290,226	330,555	390,932	471,215	467,313
May	178,052	280,834	345,748	514,478	N.A.	286,719	255,638	446,251	488,363	470,446
June	156,384	243,741	318,615	443,470	N.A.	269,863	246,926	432,470	583,922	454,665
July	148,896	229,308	315,246	391,795	172,961	263,167	291,206	448,477	609,926	406,333
August	127,954	182,633	211,031	246,595	199,316	264,866	317,788	478,556	683,995	424,422
September	93,269	141,633	148,000	125,293	219,281	251,655	296,339	459,647	625,755	406,217
October	119,053	212,586	290,495	165,485	225,180	281,428	291,442	465,765	580,373	373,162
November	200,853	231,571	301,430	164,747	230,424	258,934	313,230	409,702	444,193	332,099
December	226,973	246,544	334,889	174,188	279,735	312,263	311,419	414,579	552,259	310,084
TOTAL	1,891,021	2,653,377	3,415,905	3,731,166	1,815,196*	3,167,231	3,490,952	4,838,342	6,326,438	5,060,903

NEW TRUCK REGISTRATIONS IN U. S.

	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
January	31,995	37,715	45,026	50,830	N.A.	62,477	69,486	66,423	67,925	88,058
February	27,551	34,102	40,729	50,124	N.A.	63,752	74,326	67,537	71,698	78,581
March	37,255	45,083	52,290	62,413	N.A.	79,344	94,806	87,165	96,266	86,287
April	35,682	46,063	54,846	64,236	40,920	85,148	108,168	78,857	92,241	84,961
May	32,937	45,381	50,543	64,177	56,285	76,901	100,614	86,375	90,786	90,627
June	30,647	40,482	42,533	62,265	46,488	65,458	87,117	79,069	91,512	87,461
July	33,475	44,747	49,053	67,412	53,657	71,647	94,036	76,866	117,040	84,021
August	34,231	43,523	47,472	56,191	62,820	75,912	91,923	85,539	126,533	87,646
September	26,570	32,983	37,143	43,892	69,564	69,899	85,108	89,251	113,784	84,814
October	19,589	37,923	47,909	41,352	74,708	87,167	84,284	86,375	101,169	92,281
November	23,943	41,286	44,444	36,799	63,978	73,737	75,024	79,699	84,167	76,517
December	31,474	37,460	47,162	41,006	69,453	67,690	70,282	78,805	89,186	62,596
TOTAL	365,349	486,748	559,150	640,697	625,249†	879,132	1,035,174	961,961	1,142,307	1,003,850

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951
January	177,760	240,927	305,242	348,388	N.A.	271,540	344,464	339,584	449,487	560,824
February	147,910	199,044	265,354	349,825	N.A.	278,085	324,107	325,755	480,688	509,378
March	218,477	293,121	364,661	481,809	N.A.	344,058	406,456	447,749	592,151	598,886
April	227,923	314,398	408,085	552,696	N.A.	375,374	438,723	469,789	563,456	552,274
May	210,989	326,215	396,291	578,655	N.A.	363,620	356,252	532,626	579,149	561,073
June	187,031	284,223	361,148	505,735	N.A.	335,321	334,043	511,539	675,449	542,126
July	182,371	274,055	364,299	459,207	226,618	334,814	385,242	525,343	726,966	490,354
August	183,127	226,156	258,503	302,786	262,136	340,778	409,711	564,095	810,528	512,068
September	119,839	174,616	185,143	169,185	288,845	321,554	381,447	548,898	739,539	491,031
October	138,642	250,509	338,404	206,837	299,888	368,545	375,726	552,140	681,542	465,443
November	224,796	272,857	345,874	201,546	294,402	332,071	388,254	489,401	528,360	408,616
December	258,447	284,004	382,051	215,194	344,188	379,953	381,701	493,384	641,445	372,680
TOTAL	2,256,370	3,140,125	3,975,055	4,371,863	2,440,445‡	4,046,363	4,526,126	5,800,303	7,468,745	6,064,753

*Includes 493,299 cars registered in first half.
†Includes 87,376 trucks registered in first quarter.
‡Includes 724,368 cars and trucks registered in first half.
N.A.—Not available.

Each Maker's Percentage of Trucks on Road

(As of July 1, 1951-1950)

	Pct. 1951	1951 Pos	Pct. 1950	1950 Pos.	Pct. Chang
Chevrolet	31.53	1	30.90	1	+ .6
Ford	26.65	2	27.21	2	— .5
Dodge	11.44	3	11.58	3	— .14
International	11.05	4	11.39	4	— .34
GMC	6.53	5	6.04	5	+ .49
Studebaker	3.03	6	2.88	6	+ .15
Willys	2.64	7	2.36	7	+ 08
White	1.12	8	1.13	8	— .01
Mack	1.02	9	1.05	9	— .03
Diamond T	.81	10	.88	10	— .07
Reo	.62	11	.68	12	— .06
Plymouth	.56	12	.68	11	— .12
Divco	.45	13	.43	13	+ .02
Autocar	.33	14	.36	14	— .03
Brockway	.30	15	.32	15	— .02
Federal	.28	16	.31	16	— .03
Hudson	.10	17	.12	17	— .02
Crosley	.07	18	.08	18	— .01
FWD	.06	19	.07	19	— .01
Sterling	.06	20	.06	20	..
Pontiac	.05	21	.05	21	..
Kenworth	.05	22	.04	22	+ .01
Miscellaneous	1.25	..	1.38	..	..

Automotive News compilation from R. L. Polk & Co. data.

New-Car Registrations by Maker Models

1951 - 1950

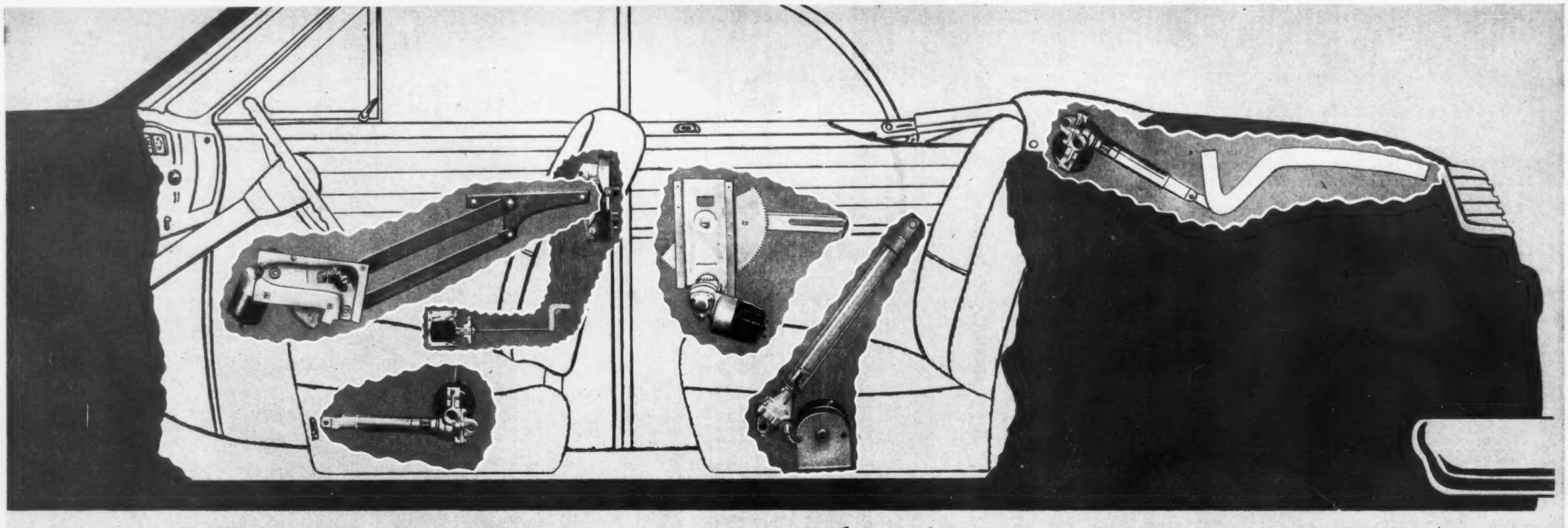
	1951 Dec.	1951 Yr.	1950 Dec.	1950 Yr.
CHRYSLER 6	3335	91264	13923	115124
CHRYSLER V-8	4807	58171	4207	36176
TOTAL	8142	149435	18130	151300
DeSOTO 6	7906	112643	14627	115023
DODGE 6	17103	298603	33262	300104
PLYMOUTH 6	26040	542649	62388	547367
TOTAL CHRYSLER CORP.	59191	1103330	128407	1113794
FORD 6	8085	141680	15942	271522
FORD V-8	47803	720629	67009	894596
TOTAL	55888	862309	82951	1166118
LINCOLN V-8	676	14174	1977	21190
LINCOLN V-8 Cosmopolitan	742	11642	1371	13128
TOTAL	1418	25816	3348	34318
MERCURY V-8	15491	233339	26886	318217
TOTAL FORD MOTOR CO.	72797	1121464	113185	1518653
BUICK 8-40	11779	161186	23336	233057
BUICK 8-50	10425	168441	25526	228457
BUICK 8-70	2932	62658	5436	74293
TOTAL	25136	392285	54298	535807
CADILLAC V8-61	40	4770		
CADILLAC V8-62	5183	72097	6326	85547
CADILLAC V8-60S	1131	16534	772	13451
CADILLAC V8-75	98	1881	192	1392
CADILLAC V8-86	99	1811	146	1435
TOTAL	6551	97093	7436	101825
CHEVROLET 6	65621	1067042	108013	1420399
OLDSMOBILE 6			339	32208
OLDSMOBILE V8-88	12219	177947	36490	340311
OLDSMOBILE V8-98	4968	95525		
TOTAL	17187	273472	36829	372519
PONTIAC 6	2181	41909	5529	104919
PONTIAC 8	21166	295912	32745	335609
TOTAL	23347	337821	38274	440528
TOTAL GM CORP.	137842	2167713	244850	2871078
FRAZER 6			262	11884
HENRY J 4	1295	25787	1963	5038
HENRY J 6	1199	25585	2555	9301
KAISER 6	2796	52286	5757	85832
TOTAL K-F CORP.	5290	103658	10537	112055
CROSLEY 4	248	5304	501	6896
HUDSON 6	5077	86891	8702	113481
HUDSON 8	482	9956	1271	20738
TOTAL	5559	96847	9973	134219
NASH 6 Rambler	3004	46360	1474	13498
NASH 6 Statesman	3486	54682	7519	111060
NASH 6 Ambassador	2460	38961	4011	51164
TOTAL	8956	140035	13004	175722
PACKARD 8-200	2767	43270	6732	64675
PACKARD 8-300	1353	16745	452	6692
PACKARD 8-400	502	6984	395	1788
TOTAL	4622	66999	7579	73155
STUDEBAKER 6 Champion	5893	104750	15185	212033
STUDEBAKER V8 Commander	6618	100764	4936	56196
TOTAL	12511	205514	20121	268229
WILLYS-OVERLAND 4	960	19776	1658	24481
WILLYS-OVERLAND 6	278	6273	624	9445
TOTAL	1238	26049	2282	33926
NASH-HEALEY 6	6	32		
MISCELLANEOUS Domestic	185	3162	379	2375
TOTAL INDEPENDENTS	38609	647568	64376	806577
TOTAL DOMESTIC	308439	5040075	550818	6310102
FORD (British)	267	3508	192	1869
AUSTIN	353	3800	317	5452
MISCELLANEOUS Foreign	1025	13520	932	9015
TOTAL FOREIGN	1645	20828	1441	16336
GRAND TOTAL ALL REGISTRATIONS	310084	5060903	552259	6326438

Cylinder Group Summary

4 Cylinders	4333	74857	5942	55126
6 Cylinders	154470	2711841	301079	3576006
8 Cylinders	151281	2274205	245238	2695306
TOTAL	310084	5060903	552259	632643[illegible]

Price Group Summary

Price Group No. 1	165742	2784516	286651	3544347
Price Group No. 2	110785	1744894	206057	213615[illegible]
Price Group No. 3	28950	461693	54206	58657
Price Group No. 4	4607	69800	5345	5936[illegible]
TOTAL	310084	5060903	552259	632643[illegible]



ALL ELECTRIC FINGER TIP CONTROLS

WINDOW REGULATORS
(Showing unit with electric motor, gear box and sector.)

SEAT ADJUSTERS
(Showing unit with electric motor and screw assembly.)

DOOR LOCKS
(Showing solenoid and control link to lock.)

QUARTER-WINDOW REGULATORS
(Showing unit with electric motor, gear box and sector.)

CONVERTIBLE TOP LIFTS
(Showing unit with electric motor coupled to screw-jack assembly with flexible shafting.)

REAR DECK LIFTS
(Showing unit with electric motor and screw assembly and hinge assembly.)

by Jacobs

Designed for Some of America's Finest Automobiles

ALWAYS ready to meet its customers' requirements, the F. L. Jacobs Co. has developed finer and more efficient automotive equipment. Smooth, sure and silent in operation are these New Electric Seat Adjusters . . . Electric Window Regulators . . . Electric Door Locks . . . Electric Quarter-Window Regulators . . . Electric Convertible-Top Lifts and Electric Rear Deck Lifts.

F. L. JACOBS CO.

MAIN PLANT
1043 SPRUCE STREET, DETROIT 1, MICHIGAN

— DIVISIONS —

PARTS MANUFACTURING DIV.
Traverse City, Michigan
GRAND RAPIDS METALCRAFT DIV. Grand Rapids, Michigan

DANVILLE PLANT, Danville, Illinois

CONTINENTAL DIE CASTING CORP.
Detroit, Michigan
PLANT #2, Holly, Michigan

New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1939-1951

New Passenger Car Registrations in U. S.

	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	472,766	9.34	381,562	6.03	273,161	5.65	274,978	7.88	209,063	6.60	N.A.	....	297,558	7.97	260,216	7.6	203,212	7.66	*296,564	*7.34
February	430,797	8.51	408,990	6.46	258,218	5.34	249,781	7.16	214,333	6.77	N.A.	....	299,701	8.03	224,625	6.6	164,942	6.22	*281,423	*6.89
March	512,599	10.13	495,885	7.84	360,584	7.45	311,650	8.93	264,714	8.36	N.A.	....	419,396	11.24	312,371	9.2	248,038	9.35	*365,655	*9.06
April	467,313	9.23	471,215	7.45	390,932	8.08	330,555	9.45	290,226	9.16	N.A.	....	488,460	13.09	353,239	10.4	268,335	10.11	*382,534	*9.58
May	470,446	9.30	488,363	7.72	446,251	9.22	255,638	7.32	286,719	9.06	N.A.	....	514,478	13.79	345,748	10.1	280,834	10.59	*386,060	*9.64
June	454,665	8.98	583,937	9.23	432,470	8.94	246,926	7.08	269,863	8.52	N.A.	....	443,470	11.89	318,615	9.3	243,741	9.18	*374,211	*9.13
July	406,333	8.03	609,926	9.64	448,477	9.27	291,206	8.34	263,167	8.30	172,961	9.51	391,795	10.50	315,246	9.2	229,308	8.64	347,602	9.05
August	424,422	8.39	683,995	10.81	478,556	9.89	317,788	9.10	264,866	8.36	199,316	10.98	246,595	6.61	211,031	6.2	182,633	6.88	334,356	8.58
September	406,217	8.03	625,755	9.89	459,647	9.50	296,339	8.49	251,655	7.94	219,281	12.08	125,293	3.36	148,000	4.3	141,633	5.34	297,091	7.66
October	373,162	7.37	580,373	9.17	465,765	9.63	291,442	8.35	281,428	8.89	225,180	12.40	165,485	4.43	290,495	8.5	212,586	8.01	320,657	8.53
November	332,099	6.56	444,193	7.02	409,702	8.47	313,230	8.97	258,934	8.18	230,424	12.70	164,747	4.42	301,430	8.8	231,571	8.73	298,481	8.21
December	310,084	6.13	552,259	8.74	414,579	8.56	311,419	8.92	312,263	9.86	274,735	15.14	174,188	4.67	334,889	9.8	246,544	9.29	325,662	9.01
Total	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196¶	....	3,731,166	100%	3,415,905	100%	2,653,377	100%		

New Truck Registrations in U. S.

	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	88,058	8.77	67,925	5.95	66,423	6.90	69,486	6.72	62,477	7.10	N.A.	....	50,830	7.93	45,026	8.1	37,715	7.75	*60,992	*7.40
February	78,581	7.83	71,698	6.28	67,537	7.02	74,326	7.18	63,752	7.25	N.A.	....	50,124	7.82	40,729	7.3	34,102	7.01	*60,106	*7.21
March	86,287	8.60	96,266	8.43	87,165	9.06	94,806	9.16	79,344	9.03	N.A.	....	62,413	9.74	52,290	9.4	45,083	9.26	*75,457	*9.09
April	84,961	8.46	92,241	8.06	78,857	8.20	108,168	10.44	85,148	9.69	40,920	6.55	64,236	10.03	54,846	9.8	46,063	9.46	72,827	8.97
May	90,627	9.03	90,786	7.95	86,375	8.98	100,614	9.72	76,901	8.75	56,285	9.00	64,177	10.02	50,543	9.0	45,381	9.32	73,521	9.09
June	87,461	8.71	91,512	8.01	79,069	8.22	87,117	8.42	65,458	7.45	46,488	7.44	62,265	9.72	42,533	7.6	40,482	8.32	66,932	8.21
July	84,021	8.37	117,040	10.25	76,866	7.99	94,036	9.08	71,647	8.15	53,657	8.58	67,412	10.52	49,053	8.8	44,747	9.19	73,164	8.99
August	87,646	8.73	126,533	11.08	85,539	8.89	91,923	8.88	75,912	8.63	62,820	10.05	56,191	8.77	47,472	8.5	43,523	8.94	75,284	9.16
September	84,814	8.45	113,784	9.97	89,251	9.28	85,108	8.22	69,899	7.95	69,514	11.13	43,892	6.85	37,143	6.6	32,983	6.78	69,599	8.36
October	92,281	9.19	101,169	8.84	86,375	8.98	84,284	8.14	87,167	9.92	74,708	11.95	41,352	6.46	47,909	8.6	37,923	7.79	72,574	8.88
November	76,517	7.62	84,167	7.37	79,699	8.29	75,024	7.25	73,737	8.38	63,978	10.23	36,799	5.74	44,444	7.9	41,286	8.48	63,961	7.92
December	62,596	6.24	89,186	7.81	78,805	8.19	70,282	6.79	67,690	7.70	69,453	11.11	41,006	6.40	47,162	8.4	37,460	7.70	62,627	7.82
Total	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249†	....	640,697	100%	559,150	100%	486,748	100%		

Combined Car and Truck Registrations in U. S.

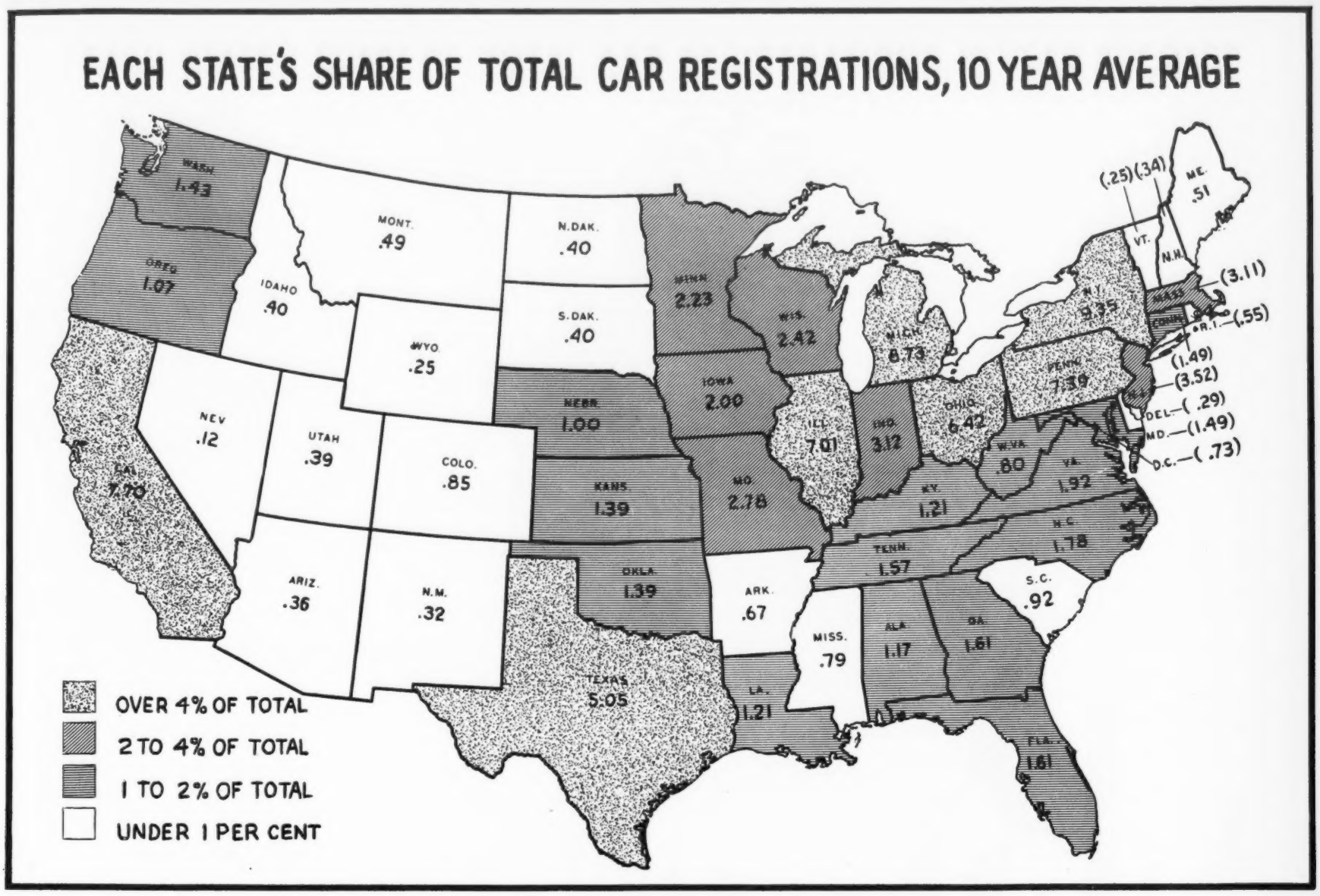
	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	560,824	9.25	449,487	6.02	339,584	5.85	344,464	7.62	271,540	6.71	N.A.	....	348,388	7.97	305,242	7.7	240,927	7.67	*357,556	7.35
February	509,378	8.40	480,688	6.44	325,755	5.62	324,107	7.16	278,085	6.87	N.A.	....	349,825	8.00	365,354	6.7	199,044	6.34	*341,529	6.94
March	598,886	9.87	592,151	7.93	447,749	7.72	406,456	8.98	344,058	8.50	N.A.	....	481,809	11.02	364,661	9.2	293,121	9.34	*441,112	9.07
April	552,274	9.11	563,456	7.54	469,789	8.10	438,723	9.69	375,374	9.28	N.A.	....	552,696	12.64	408,085	10.3	314,398	10.01	*459,350	9.58
May	561,073	9.25	579,149	7.75	532,626	9.18	356,252	7.87	363,620	8.99	N.A.	....	578,655	13.24	396,291	10.0	326,215	10.39	*461,735	9.58
June	542,126	8.94	675,449	9.04	511,539	8.82	334,043	7.38	335,321	8.29	N.A.	....	505,735	11.57	361,148	9.1	284,223	9.05	*443,698	9.02
July	490,354	8.09	726,966	9.73	525,343	9.06	385,242	8.51	334,814	8.27	226,618	9.29	459,207	10.50	364,299	9.1	274,055	8.73	420,766	8.92
August	512,068	8.44	810,528	10.85	564,095	9.73	409,711	9.05	340,778	8.42	262,136	10.74	302,786	6.93	258,503	6.5	226,156	7.20	409,640	8.65
September	491,031	8.10	739,539	9.90	548,898	9.46	381,447	8.43	321,554	7.95	288,845	11.84	169,185	3.87	185,143	4.6	174,616	5.56	366,690	7.75
October	465,443	7.67	681,542	9.12	552,140	9.52	375,726	8.30	368,595	9.11	299,888	12.29	206,837	4.73	338,404	8.5	250,509	7.98	393,231	8.58
November	408,616	6.74	528,360	7.09	489,401	8.44	388,254	8.58	332,671	8.22	294,402	12.06	201,546	4.61	345,874	8.7	272,857	8.69	362,442	8.13
December	372,680	6.14	641,445	8.59	493,384	8.50	381,701	8.43	379,953	9.39	344,188	14.10	215,194	4.92	382,051	9.6	284,004	9.04	388,289	8.74
Total	6,064,753	100%	7,468,745	100%	5,800,303	100%	4,526,126	100%	4,046,363	100%	2,440,445‡	....	4,371,863	100%	3,975,055	100%	3,140,125	100%		

¶ Includes 493,299 cars registered in first half.
† Includes 87,376 trucks registered in first quarter.
‡ Includes 724,368 cars and trucks registered in first half.

N.A.: Not available.
* Average for 8 years.

New Commercial Car Registrations, 1938-1951, Showing Percentage Of Each State to Total Registration

States	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	1938 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	23,294	2.32	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	15,705	2.52	15,260	2.382	12,572	2.25	11,978	2.46	7,041	1.93	17,264	2.25
Arizona	7,079	.71	6,980	.61	5,744	.60	6,042	.58	4,811	.55	3,424	.55	3,468	.541	2,600	.46	2,478	.52	2,051	.56	4,468	.57
Arkansas	20,617	2.05	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	10,598	1.70	13,636	2.128	10,531	1.88	9,200	1.89	5,909	1.62	14,940	1.93
California	63,284	6.30	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	41,437	6.63	39,453	6.158	30,945	5.53	25,656	5.27	23,846	6.53	46,900	6.08
Colorado	12,669	1.26	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	5,412	.87	6,502	1.015	6,069	1.09	5,935	1.22	4,771	1.31	9,080	1.17
Connecticut	8,229	.82	9,199	.81	7,212	.75	9,903	.96	8,665	.99	6,089	.97	7,735	1.207	6,811	1.22	5,466	1.12	4,422	1.21	7,373	1.01
Delaware	2,748	.27	3,076	.27	2,867	.30	3,238	.31	2,733	.31	1,746	.28	1,983	.310	1,603	.29	1,486	.30	1,161	.32	2,264	.30
Florida	22,499	2.24	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	13,412	1.15	12,197	1.904	12,149	2.17	9,375	1.93	6,540	1.79	15,857	1.94
Georgia	29,549	2.94	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	13,446	2.15	15,742	2.457	13,879	2.48	11,702	2.40	6,818	1.87	20,066	2.51
Idaho	8,036	.80	8,387	.73	8,091	.84	8,258	.80	6,110	.70	3,643	.58	4,359	.680	3,811	.68	3,346	.69	2,613	.72	5,665	.72
Illinois	45,205	4.50	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	31,393	5.02	31,692	4.947	29,234	5.23	25,353	5.21	18,055	4.94	38,085	4.99
Indiana	29,736	2.96	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	16,534	2.64	19,347	3.020	16,465	2.94	16,857	3.46	9,899	2.71	22,030	2.89
Iowa	22,231	2.21	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	14,058	2.25	14,585	2.276	13,709	2.45	12,245	2.51	8,940	2.45	18,651	2.42
Kansas	19,522	1.94	21,599	1.89	22,234	2.31	22,246	2.15	16,957	1.93	12,154	1.94	12,508	1.952	9,617	1.72	7,079	1.45	7,960	2.18	15,188	1.95
Kentucky	18,897	1.88	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	11,729	1.88	11,395	1.779	9,943	1.78	8,908	1.83	7,214	1.98	15,287	1.96
Louisiana	19,467	1.94	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	9,143	1.45	9,907	1.546	9,313	1.67	8,185	1.68	6,155	1.68	13,014	1.67
Maine	5,624	.56	7,030	.62	6,032	.63	7,497	.72	7,683	.87	4,773	.76	5,646	.881	5,171	.92	4,317	.89	3,315	.91	5,709	.79
Maryland	11,187	1.11	12,547	1.10	9,954	1.03	13,267	1.28	12,412	1.40	8,554	1.37	9,138	1.426	7,386	1.32	6,307	1.29	4,741	1.30	9,549	1.26
Massachusetts	14,697	1.46	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,915	2.39	15,211	2.374	14,017	2.51	12,931	2.66	9,459	2.59	14,778	2.06
Michigan	40,938	4.08	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	24,203	3.87	22,186	3.463	21,417	3.83	17,704	3.64	11,268	3.08	29,334	3.74
Minnesota	20,044	2.00	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	13,453	2.15	13,103	2.045	12,383	2.21	10,528	2.16	8,674	2.37	16,839	2.19
Mississippi	20,524	2.04	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	12,297	1.97	10,408	1.624	10,374	1.86	8,472	1.74	5,826	1.59	14,135	1.81
Missouri	33,461	3.33	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	21,826	3.49	22,135	3.455	19,510	3.49	16,338	3.36	11,718	3.20	25,473	3.32
Montana	8,866	.88	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	4,414	.71	5,544	.865	5,156	.92	4,561	.94	4,112	1.13	7,116	.93
Nebraska	16,922	1.69	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	8,283	1.32	7,754	1.210	6,018	1.08	5,449	1.12	4,664	1.28	11,300	1.40
Nevada	1,874	.19	1,781	.16	1,788	.19	1,654	.16	1,373	.16	1,136	.18	1,130	.176	1,056	.19	876	.18	731	.20	1,340	.18
New Hampshire	3,249	.32	3,714	.33	3,147	.33	3,838	.37	3,749	.43	1,838	.29	2,879	.449	2,975	.53	2,748	.56	1,759	.48	2,990	.41
New Jersey	24,870	2.48	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	17,666	2.83	16,909	2.639	14,379	2.51	12,725	2.61	11,791	3.23	19,687	2.62
New Mexico	6,501	.65	8,797	.77	7,446	.77	6,082	.58	4,952	.56	3,113	.50	4,093	.639	3,684	.66	3,732	.77	2,911	.80	5,131	.67
New York	49,840	4.96	57,800	5.06	47,784	4.97	62,446	6.03	56,259	6.40	43,836	7.01	36,203	5.651	34,731	6.21	32,109	6.60	26,456	7.24	44,746	6.02
North Carolina	29,093	2.90	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	15,196	2.43	18,078	2.822	14,409	2.58	12,867	2.64	9,309	2.55	21,091	2.71
North Dakota	7,252	.72	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	3,823	.61	4,671	.729	3,727	.67	2,740	.56	2,463	.67	5,643	.72
Ohio	45,467	4.53	52,741	4.62	39,886	4.15	47,755	4.61	45,336	5.16	32,581	5.21	30,389	4.743	26,241	4.69	22,536	4.63	15,261	4.18	35,819	4.66
Oklahoma	22,270	2.22	27,332	2.39	23,677	2.46	22,544	2.18	18,392	2.18	13,346	2.13	13,844	2.160	11,034	1.97	10,198	2.09	8,956	2.45	17,159	2.22
Oregon	14,636	1.46	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	7,465	1.19	8,973	1.401	6,887	1.23	5,873	1.21	4,064	1.11	10,373	1.32
Pennsylvania	53,383	5.33	61,473	5.38	46,306	4.81	60,271	5.82	52,586	5.98	38,014	6.08	38,426	5.998	35,671	6.38	28,915	5.94	21,044	5.76	43,609	5.75
Rhode Island	2,926	.29	3,825	.33	3,479	.36	4,600	.44	3,495	.40	2,606	.42	3,039	.474	2,619	.47	2,283	.47	1,531	.42	3,040	.41
South Carolina	14,794	1.47	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	8,405	1.34	7,978	1.245	7,167	1.28	6,431	1.32	4,305	1.18	9,888	1.28
South Dakota	6,980	.70	7,522	.66	8,074	.84	7,872	.76	5,549	.63	3,456	.55	3,538	.552	3,217	.58	2,752	.57	2,003	.55	5,096	.64
Tennessee	21,854	2.18	33,279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	15,603	2.50	13,901	2.170	12,367	2.21	9,732	2.00	6,476	1.77	18,986	2.37
Texas	88,701	8.84	99,053	8.67	71,650	7.45	67,737	6.54	55,182	6.28	41,275	6.60	44,296	6.914	37,317	6.67	33,426	6.87	25,882	7.08	56,452	7.20
Utah	5,743	.58	6,263	.55	5,756	.60	5,968	.58	4,612	.52	2,680	.43	3,256	.508	2,830	.51	3,034	.62	1,984	.54	4,213	.54
Vermont	2,693	.27	3,001	.26	3,458	.36	4,294	.41	3,946	.45	2,482	.40	2,867	.447	2,313	.41	2,076	.43	1,228	.34	2,836	.38
Virginia	22,082	2.20	24,541	2.15	21,648	2.25	23,530	2.27	22,555	2.57	14,224	2.27	15,938	2.488	12,230	2.19	10,391	2.13	7,906	2.16	17,506	2.27
Washington	14,141	1.41	15,201	1.33	14,048	1.46	18,054	1.74	13,780	1.57	9,148	1.46	10,672	1.666	8,416	1.51	7,149	1.47	5,416	1.48	11,604	1.51
West Virginia	11,052	1.10	11,558	1.01	10,451	1.09	12,082	1.17	9,019	1.03	6,639	1.06	8,570	1.338	7,713	1.38	6,604	1.36	4,694	1.28	8,838	1.18
Wisconsin	21,185	2.12	25,076	2.19	22,596	2.35	23,398	2.25	19,729	2.23	13,610	2.18	14,744	2.301	12,850	2.30	10,949	2.25	8,516	2.33	17,265	2.25
Wyoming	5,069	.50	5,932	.52	4,567	.47	4,853	.47	3,492	.40	2,286	.37	2,503	.391	2,348	.42	2,232	.46	1,708	.47	3,499	.45
District of Columbia	2,870	.29	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,180	.35	2,906	.454	2,286	.41	2,514	.52	1,753	.48	2,786	.38
TOTAL	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249	100%	640,697	100%	559,150	100%	486,748	100%	365,349	100%	769,962	100%



New Passenger Car Registrations, 1938-1951, Showing Percentage Of Each State to Total Registration

STATES	1951 Regis-trations	% of Total	1950 Regis-trations	% of Total	1949 Regis-trations	% of Total	1948 Regis-trations	% of Total	1947 Regis-trations	% of Total	1946 Regis-trations	% of Total	1941 Regis-trations	% of Total	1940 Regis-trations	% of Total	1939 Regis-trations	% of Total	1938 Regis-trations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	64,420	1.27	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.21	21,850	1.21	42,453	1.138	36,326	1.060	30,657	1.16	19,427	1.03	42,850	1.17
Arizona	22,040	.44	26,570	.42	20,995	.43	12,994	.37	10,665	.34	5,711	.32	11,603	.311	10,943	.322	8,191	.31	6,738	.36	13,645	.36
Arkansas	37,534	.74	47,003	.74	34,030	.70	21,319	.61	19,786	.63	10,817	.60	23,873	.640	21,916	.642	19,859	.75	12,244	.65	24,838	.67
California	392,682	7.76	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	136,419	7.52	276,649	7.414	250,894	7.344	187,720	7.08	148,011	7.82	282,747	7.70
Colorado	43,172	.85	58,953	.93	42,770	.88	27,942	.80	25,958	.82	13,346	.74	28,054	.752	27,668	.812	24,630	.93	17,699	.98	31,019	.85
Connecticut	73,246	1.45	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	27,797	1.53	64,606	1.732	56,821	1.663	38,859	1.46	26,283	1.39	53,951	1.49
Delaware	15,277	.30	17,421	.28	14,655	.30	9,996	.29	8,846	.28	5,243	.28	11,371	.305	9,962	.293	7,649	.29	5,429	.29	10,586	.29
Florida	94,103	1.85	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	26,682	1.47	57,598	1.544	55,146	1.614	42,462	1.60	26,102	1.38	60,599	1.61
Georgia	93,854	1.85	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	25,102	1.39	59,300	1.589	52,400	1.534	41,125	1.55	25,319	1.34	60,504	1.61
Idaho	23,151	.46	27,355	.43	23,211	.48	14,554	.42	12,093	.38	6,106	.37	13,842	.371	13,120	.384	9,890	.37	6,883	.36	15,021	.40
Illinois	350,846	6.93	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	122,081	6.72	274,142	7.347	245,552	7.189	193,235	7.28	133,914	7.08	254,256	7.01
Indiana	159,446	3.15	200,112	3.16	148,827	3.08	101,128	2.90	97,223	3.10	55,679	3.07	122,224	3.276	113,479	3.322	84,494	3.18	56,339	2.98	113,895	3.12
Iowa	95,638	1.89	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	33,008	1.82	66,508	1.782	65,617	1.922	59,666	2.25	47,489	2.51	72,201	2.00
Kansas	76,047	1.50	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	23,635	1.30	49,776	1.334	46,598	1.364	34,687	1.31	27,301	1.44	51,421	1.39
Kentucky	62,832	1.24	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	23,291	1.28	42,011	1.126	38,956	1.142	30,806	1.16	22,906	1.21	44,252	1.21
Louisiana	59,212	1.17	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	19,747	1.08	43,504	1.166	37,673	1.105	32,580	1.23	24,842	1.31	44,506	1.21
Maine	22,467	.44	29,175	.46	23,140	.48	17,298	.51	15,690	.50	8,473	.47	20,043	.537	19,316	.566	14,204	.54	11,038	.58	18,084	.51
Maryland	78,073	1.54	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	26,309	1.45	56,579	1.516	51,319	1.502	39,389	1.48	27,331	1.45	54,301	1.49
Massachusetts	137,643	2.72	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	63,188	3.48	125,603	3.366	110,599	3.238	92,480	3.49	63,682	3.37	109,299	3.11
Michigan	343,779	6.79	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	141,115	7.77	258,733	6.934	226,696	6.638	163,017	6.14	87,184	4.61	247,009	6.73
Minnesota	112,416	2.22	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	37,325	2.05	77,038	2.065	73,653	2.158	60,771	2.29	52,667	2.79	81,186	2.23
Mississippi	42,386	.84	50,797	.80	40,163	.83	28,242	.81	26,382	.83	13,783	.76	26,931	.722	26,747	.783	22,302	.84	13,670	.72	29,140	.79
Missouri	140,397	2.77	174,394	2.76	131,269	2.71	93,266	2.68	84,905	2.68	49,606	2.74	102,684	2.752	96,901	2.839	76,705	2.89	55,543	2.93	100,567	2.78
Montana	24,735	.49	31,249	.50	23,681	.49	18,014	.52	15,300	.48	7,015	.39	17,142	.459	16,697	.489	13,523	.51	10,154	.54	17,751	.49
Nebraska	55,510	1.10	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	16,786	.93	32,452	.870	28,935	.849	25,715	.97	22,319	1.18	36,467	1.00
Nevada	6,173	.12	7,672	.12	6,607	.14	5,028	.14	4,597	.02	2,105	.12	4,398	.118	4,075	.119	3,282	.12	2,576	.14	4,651	.12
New Hampshire	16,226	.32	19,154	.30	15,162	.31	10,539	.30	10,790	.34	5,099	.28	13,270	.356	13,377	.393	10,328	.39	7,062	.37	12,101	.34
New Jersey	179,333	3.54	210,785	3.33	165,842	3.43	116,945	3.35	106,585	3.38	63,784	3.51	134,584	3.607	127,338	3.728	96,049	3.62	70,764	3.74	127,210	3.52
New Mexico	18,512	.37	23,289	.36	17,571	.36	10,897	.31	8,969	.28	4,685	.26	10,244	.275	10,039	.294	8,315	.31	6,393	.34	11,891	.32
New York	420,720	8.31	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	183,070	10.08	331,730	8.891	320,806	9.392	264,287	9.96	194,049	10.26	331,946	9.35
North Carolina	98,339	1.94	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	30,648	1.68	65,727	1.761	56,760	1.663	46,160	1.74	33,922	1.79	65,889	1.78
North Dakota	23,213	.46	27,549	.44	22,905	.47	13,359	.38	11,894	.38	6,046	.34	13,621	.365	12,358	.363	9,805	.37	8,620	.46	14,937	.40
Ohio	315,606	6.24	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	124,689	6.86	256,034	6.862	233,439	6.834	167,526	6.31	105,439	5.57	232,956	6.42
Oklahoma	69,112	1.37	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	24,510	1.35	46,226	1.239	45,966	1.346	39,627	1.49	34,343	1.82	50,000	1.39
Oregon	58,446	1.15	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	17,520	.97	41,558	1.114	34,358	1.006	25,574	.96	18,769	1.0	39,747	1.07
Pennsylvania	367,310	7.28	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	137,695	7.58	289,285	7.753	274,035	8.023	196,201	7.39	140,332	7.4	266,284	7.39
Rhode Island	24,516	.48	32,884	.52	24,463	.51	19,816	.57	18,261	.58	10,052	.53	22,337	.599	19,509	.572	16,306	.61	10,483	.55	19,863	.55
South Carolina	49,138	.97	58,073	.92	45,543	.95	30,599	.88	28,705	.92	16,635	.92	35,611	.954	30,432	.892	25,100	.95	15,748	.83	33,558	.92
South Dakota	22,403	.44	28,158	.45	22,215	.46	14,338	.41	10,808	.34	6,281	.34	12,451	.334	12,296	.360	10,589	.40	7,911	.42	14,745	.40
Tennessee	70,924	1.40	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	30,689	1.69	56,115	1.504	49,922	1.462	37,468	1.41	24,973	1.32	57,396	1.57
Texas	288,935	5.71	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	88,069	4.85	174,314	4.672	160,056	4.686	132,313	4.99	103,817	5.5	186,555	5.05
Utah	21,923	.43	27,670	.44	21,366	.44	13,874	.40	12,278	.39	6,280	.35	13,156	.353	12,689	.372	10,038	.38	7,045	.37	14,632	.39
Vermont	11,457	.23	13,554	.22	13,355	.28	8,991	.26	8,164	.26	4,167	.23	10,204	.273	8,792	.259	6,666	.25	4,687	25	9,004	.25
Virginia	104,683	2.07	130,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	31,573	1.74	73,808	1.978	57,840	1.693	42,172	1.59	31,204	1.65	71,722	1.92
Washington	70,792	1.40	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	25,565	1.40	58,613	1.571	46,497	1.362	33,316	1.26	23,935	1.26	52,584	1.43
West Virginia	41,345	.82	45,807	.72	36,293	.75	25,098	.72	22,882	.72	13,432	.74	33,166	.889	31,102	.912	22,955	.87	16,483	.87	28,845	.80
Wisconsin	121,821	2.41	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	44,608	2.46	91,109	2.442	83,340	2.442	61,873	2.33	48,872	2.58	87,897	2.42
Wyoming	12,837	.25	17,804	.28	12,023	.25	8,766	.25	7,049	.22	3,834	.21	8,700	.233	7,775	.228	7,174	.27	5,136	.27	9,110	.25
District of Columbia	26,233	.53	33,466	.53	29,209	.60	25,270	.72	23,186	.73	14,048	.77	30,186	.809	29,170	.825	25,637	.97	17,944	.94	25,435	.73
TOTAL	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196	100%	3,731,166	100%	3,415,905	100%	2,653,377	100%	1,891,021	100%	3,639,053	100%

Big things are

NEVER before in automotive history has one manufacturer made so many important contributions to transportation progress as GMC in recent months.

These major advances encompass the whole field of trucking—from light delivery units to the heaviest over-the-road vehicles.

And they are driven by the industry's newest, most complete and versatile selection of high-power-to-low-weight engines, both gasoline and Diesel, ranging from 100 to 225 H.P.

They include the world's first all-purpose trucks with fully automatic transmission developed by GMC for the Army—a similar four-speed no-shift drive now available in a Package Delivery Chassis—and America's first 2½-ton Diesel truck.

Read the full roll call of achievements listed at the right and you will quickly understand why GMC swept into first place in total Diesel truck sales last year, *and fourth place in total truck registrations!*

Yes, GMC is on the march, setting the pace in hauling progress—*and there's still more to come!*

Look to GMC for leadership in Automotive Development

Your key to greater hauling profits

happening—*Fast!*

Roll Call of Hauling Progress

GMC BECOMES AMERICA'S FIRST-CHOICE DIESEL 1951

Soon after the announcement of two new lighter-weight truck-tractors, powered by GM's two-cycle Diesels — GMC took undisputed charge of first position in the Diesel truck field. It is the largest-selling Diesel in America today — and the preference is still growing!

AUTOMATIC FUEL MODULATOR 1951

This new automatic device gave GMC Diesel operators greater fuel economy than ever before. Fuel savings became automatic. Regardless of throttle pressure, GMC Diesels now never get more fuel than they can use — and make the most of what they get. This is but one of several new developments that improve engine performance and life — found exclusively in the latest GMC Diesel engines.

DUAL-RANGE HYDRA-MATIC FULLY AUTOMATIC DRIVE 1951

Designed by GMC — the entire first production of the world's first fully automatic transmission for all-purpose trucks went into the Army's new "six-by-six's." Now GMC clutchless, self-shifting transmissions are being built into their initial civilian truck applications. The first is the new GMC Package Delivery Chassis.

FIRST 2½-TON DIESEL TRUCK 1952

America's lightest-weight automotive Diesel engine introduced, powering GMC's new 2½-ton Diesel trucks and tractors. A compact version of the famous 2-cycle engines that made GMC first choice in Diesels — the new "3-71" engine brought Diesel economy and efficiency to a class where there had been no choice but gasoline power in the past.

HIGHEST POWER-TO-WEIGHT TRUCK ENGINE IN HISTORY 1952

The announcement of GMC's "302" valve-in-head engine gave 2½-ton truckers the highest power-per-pound ever built into a standard truck engine. Up to 500 pounds lighter than competitive engines — it meant less "dead weight" affecting their pay loads. Besides being the highest compression truck engine ever to burn regular gasoline — the "302" delivers 23% more horsepower, more ton miles per gallon to GMC trucks than ever before.

GMC . . . 1902—1952

GMC Truck & Coach Division of General Motors — world's largest exclusive manufacturer of commercial vehicles. Builder of fine motor trucks, tractors and six-wheelers. Gasoline-powered from 4,800 GVW to 90,000 GCW; Diesel-powered from 19,500 GVW to 100,000 GCW.

Final Standings . . .

1951 Car, Truck Registrations

Cars

1951 Pos.		Make	1950 Pos.	
1—	1,067,042	Chev.	1,420,399—	1
2—	862,309	Ford	1,166,118—	2
3—	542,649	Plym.	547,367—	3
4—	392,285	Buick	535,807—	4
5—	337,821	Pontiac	440,528—	5
6—	298,603	Dodge	300,104—	8
7—	273,472	Olds.	372,519—	6
8—	233,339	Mercury	318,217—	7
9—	205,514	Stude.	268,229—	9
10—	149,435	Chrys.	151,300—	11
11—	140,035	Nash	175,722—	10
12—	112,643	DeSoto	115,023—	13
13—	97,093	Cadillac	101,825—	14
14—	96,847	Hudson	134,219—	12
15—	66,999	Packard	73,155—	16
16—	52,286	Kaiser	85,832—	15
17—	51,372	Henry J	14,339—	19
18—	26,049	Willys	33,926—	18
19—	25,816	Lincoln	34,318—	17
20—	5,304	Crosley	6,896—	21
21—	3,800	Austin	5,452—	22
22—	3,508	Ag.-Pref.	1,869—	23
23—		Frazer	11,884—	20
—	16,682	Misc.	11,390—	
		Total All Makes		
	5,060,903		6,326,438	

Trucks

1951 Pos.		Make	1950 Pos.	
1—	350,344	Chev.	414,496—	1
2—	250,802	Ford	315,912—	2
3—	106,600	Dodge	99,716—	3
4—	100,285	GMC	97,200—	5
5—	95,184	Inter'l.	97,818—	4
6—	32,675	Stude.	45,881—	6
7—	24,292	Willys	24,640—	7
8—	12,260	White	12,050—	8
9—	9,794	Mack	9,908—	9
10—	4,508	Diam. T	5,675—	10
11—	3,752	Divco	4,309—	11
12—	3,427	Reo	3,876—	12
13—	2,182	Brockway	2,384—	13
14—	2,112	Autocar	2,072—	14
15—	1,008	Federal	1,469—	15
16—	908	Pontiac	1,362—	16
17—	668	Kenworth	673—	17
18—	501	FWD	323—	20
19—	434	Crosley	422—	18
20—	334	Sterling	354—	19
21—	301	Peterbilt	280—	21
—	1,479	Misc.	1,487—	
		Total All Makes		
	1,003,850		1,142,307	

Factory Car Sales

By Body Types

1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935
1950	
4-Door Sedans	3,246,996
2-Door Sedans, Coaches and Coupes*	2,704,079
Business Coupes	89,587
Hard-Top Coupes and Sedans	266,680
Convertibles	208,090
Station Wagons	141,697
Chassis	8,743
TOTAL	6,665,863
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches and Coupes*	2,192,825
Business Coupes	82,355
Hard-Top Coupes and Sedans	10,431
Convertibles	215,635
Station Wagons	88,410
Chassis	9,916
TOTAL	5,119,466
1948	
4-Door Sedans	1,968,946
2-Door Sedans, Coaches and Coupes*	1,554,687
Business Coupes	63,372
Convertibles	196,597
Station Wagons	102,463
Chassis	23,205
TOTAL	3,909,270
1947	
4-Door Sedans	1,745,100
2-Door Sedans, Coaches and Coupes*	1,455,097
Business Coupes	82,944
Convertibles	173,863
Station Wagons	79,638
Chassis	21,536
TOTAL	3,558,178

*Except Business Coupes.
Source: Automobile Mfrs. Assn.

States' and Makers' Passenger Car Sales Figures

1951 Compared with 1950

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1951	1951 Pos.	1950	1950 Pos.	Unit Gain or Loss	Pct. Gain or Loss
New York	420,720	1	542,195	1	—121,475	—22.40
California	392,682	2	519,999	2	—127,317	—24.48
Pennsylvania	367,310	3	435,035	3	—67,725	—15.56
Illinois	350,846	4	417,871	5	—67,025	—16.04
Michigan	343,779	5	430,321	4	—86,542	—20.11
Ohio	315,606	6	388,389	6	—72,783	—18.74
Texas	288,935	7	366,050	7	—77,115	—21.07
New Jersey	179,333	8	210,785	8	—31,452	—14.92
Indiana	159,446	9	200,112	9	—40,666	—20.32
Missouri	140,397	10	174,394	10	—33,997	—19.49
Massachusetts	137,643	11	166,815	11	—29,172	—17.49
Wisconsin	121,821	12	151,161	13	—29,340	—19.41
Minnesota	112,416	13	153,203	12	—40,787	—26.62
Virginia	104,683	14	130,886	14	—26,203	—20.02
Georgia	93,854	15	113,923	18	—20,069	—17.62
North Carolina	98,339	16	119,477	16	—21,138	—17.69
Iowa	95,638	17	128,114	15	—32,476	—25.35
Florida	94,103	18	116,904	17	—22,801	—19.50
Maryland	78,073	19	93,227	20	—15,154	—16.25
Kansas	76,047	20	91,572	21	—15,525	—16.95
Connecticut	73,246	21	86,097	24	—12,851	—14.92
Tennessee	70,924	22	105,144	19	—34,220	—32.55
Washington	70,792	23	91,061	22	—20,269	—22.25
Oklahoma	69,112	24	90,591	23	—21,479	—23.70
Alabama	64,420	25	79,156	26	—14,736	—18.61
Kentucky	62,832	26	78,897	27	—16,065	—20.36
Louisiana	59,212	27	81,231	25	—22,019	—27.10
Oregon	58,446	28	72,261	28	—13,815	—19.11
Nebraska	55,510	29	67,964	29	—12,454	—18.32
South Carolina	49,138	30	58,073	31	—8,935	—15.38
Colorado	43,172	31	58,953	30	—15,781	—26.76
Mississippi	42,386	32	50,797	32	—8,411	—16.55
West Virginia	41,345	33	45,807	34	—4,462	— 9.74
Arkansas	37,534	34	47,003	33	—9,469	—20.14
District of Columbia	26,233	35	33,466	35	—7,233	—21.61
Montana	24,735	36	31,249	37	—6,514	—20.84
Rhode Island	24,516	37	32,884	36	—8,368	—25.44
North Dakota	23,213	38	27,549	41	—4,336	—15.73
Idaho	23,151	39	27,355	42	—4,204	—15.36
Maine	22,467	40	29,175	38	—6,708	—22.99
South Dakota	22,403	41	28,158	39	—5,755	—20.43
Arizona	22,040	42	26,570	43	—4,530	—17.04
Utah	21,923	43	27,670	40	—5,747	—20.76
New Mexico	18,512	44	23,289	44	—4,777	—20.51
New Hampshire	16,226	45	19,154	45	—2,928	—15.28
Delaware	15,277	46	17,421	47	—2,144	—12.30
Wyoming	12,837	47	17,804	46	—4,967	—27.89
Vermont	11,457	48	13,554	48	—2,097	—15.47
Nevada	6,173	49	7,672	49	—1,499	—19.53
TOTALS	5,060,903		6,326,438		—1,265,535	—20.00

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1951	1951 Pos.	1950	1950 Pos.
West Virginia	— 9.74	— 4,462	1	41,345	33	45,807	34
Delaware	—12.30	— 2,144	2	15,277	46	17,421	47
Connecticut	—14.92	— 12,851	3	73,246	21	86,097	24
New Jersey	—14.92	— 31,452	4	179,333	8	210,785	8
New Hampshire	—15.28	— 2,928	5	16,226	45	19,154	45
Idaho	—15.36	— 4,204	6	23,151	39	27,355	42
South Carolina	—15.38	— 8,935	7	49,138	30	58,073	31
Vermont	—15.47	— 2,097	8	11,457	48	13,554	48
Pennsylvania	—15.56	— 67,725	9	367,310	3	435,035	3
North Dakota	—15.73	— 4,336	10	23,213	38	27,549	41
Illinois	—16.04	— 67,025	11	350,846	4	417,871	5
Maryland	—16.25	— 15,154	12	78,073	19	93,227	20
Mississippi	—16.55	— 8,411	13	42,386	32	50,797	32
Kansas	—16.95	— 15,525	14	76,047	20	91,572	21
Arizona	—17.04	— 4,530	15	22,040	42	26,570	43
Massachusetts	—17.49	— 29,172	16	137,643	11	166,815	11
Georgia	—17.62	— 20,069	17	93,854	15	113,923	18
North Carolina	—17.69	— 21,138	18	98,339	16	119,477	16
Nebraska	—18.32	— 12,454	19	55,510	29	67,964	29
Alabama	—18.61	— 14,736	20	64,420	25	79,156	26
Ohio	—18.74	— 72,783	21	315,606	6	388,389	6
Oregon	—19.11	— 13,815	22	58,446	28	72,261	28
Wisconsin	—19.41	— 29,340	23	121,821	12	151,161	13
Missouri	—19.49	— 33,997	24	140,397	10	174,394	10
Florida	—19.50	— 22,801	25	94,103	18	116,904	17
Nevada	—19.53	— 1,499	26	6,173	49	7,672	49
Virginia	—20.02	— 26,203	27	104,683	14	130,886	14
Michigan	—20.11	— 86,542	28	343,779	5	430,321	4
Arkansas	—20.14	— 9,469	29	37,534	34	47,003	33
Indiana	—20.32	— 40,666	30	159,446	9	200,112	9
Kentucky	—20.36	— 16,065	31	62,832	26	78,897	27
South Dakota	—20.43	— 5,755	32	22,403	41	28,158	39
New Mexico	—20.51	— 4,777	33	18,512	44	23,289	44
Utah	—20.76	— 5,747	34	21,923	43	27,670	40
Montana	—20.84	— 6,514	35	24,735	36	31,249	37
Texas	—21.07	— 77,115	36	288,935	7	366,050	7
District of Columbia	—21.61	— 7,233	37	26,233	35	33,466	35
Washington	—22.25	— 20,269	38	70,792	23	91,061	22
New York	—22.40	— 121,475	39	420,720	1	542,195	1
Maine	—22.99	— 6,708	40	22,467	40	29,175	38
Oklahoma	—23.70	— 21,479	41	69,112	24	90,591	23
California	—24.48	— 127,317	42	392,682	2	519,999	2
Iowa	—25.35	— 32,476	43	95,638	17	128,114	15
Rhode Island	—25.44	— 8,368	44	24,516	37	32,884	36
Minnesota	—26.62	— 40,787	45	112,416	13	153,203	12
Colorado	—26.76	— 15,781	46	43,172	31	58,953	30
Louisiana	—27.10	— 22,019	47	59,212	27	81,231	25
Wyoming	—27.89	— 4,967	48	12,837	47	17,804	46
Tennessee	—32.55	— 34,220	49	70,924	22	105,144	19
TOTALS	—20.00	—1,265,535		5,060,903		6,326,438	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1951-1950

	1951	1951 Pos.	1950	1950 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	1,067,042	1	1,420,399	1	— 353,357	—24.88
Ford	862,309	2	1,166,118	2	— 303,809	—26.05
Plymouth	542,649	3	547,367	3	— 4,718	— .86
Buick	392,285	4	535,807	4	— 143,522	—26.79
Pontiac	337,821	5	440,528	5	— 102,707	—23.31
Dodge	298,603	6	300,104	8	— 1,501	— .50
Oldsmobile	273,472	7	372,519	6	— 99,047	—26.59
Mercury	233,339	8	318,217	7	— 84,878	—26.67
Studebaker	205,514	9	268,229	9	— 62,715	—23.38
Chrysler	149,435	10	151,300	11	— 1,865	— 1.23
Nash	140,035	11	175,722	10	— 35,687	—20.31
DeSoto	112,643	12	115,023	13	— 2,380	— 2.07
Cadillac	97,093	13	101,825	14	— 4,732	— 4.65
Hudson	96,847	14	134,219	12	— 37,372	—27.84
Packard	66,999	15	73,155	16	— 6,156	— 8.41
Kaiser	52,286	16	85,832	15	— 33,546	—39.08
Henry J	51,372	17	14,339	20	+ 37,033	+258.26
Willys	26,049	18	33,926	18	— 7,877	—23.21
Lincoln	25,816	19	34,318	17	— 8,502	—24.77
Crosley	5,304	20	6,896	21	— 1,592	—23.08
Austin	3,800	21	5,452	22	— 1,652	—30.30
Anglia Prefect	3,508	22	1,869	23	+ 1,639	+87.69
Frazer			11,884	19	— 11,884	—100.00
Miscellaneous	16,682		11,390		+ 5,292	+46.46
TOTAL	5,060,903		6,326,438		— 1,265,535	—20.00

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1951-1950

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1951	1951 Pos.	1950	1950 Pos.
Henry J	+258.26	+ 37,033	1	51,372	17	14,339	20
Anglia Prefect	+ 87.69	+ 1,639	2	3,508	22	1,869	23
Dodge	— .50	— 1,501	3	298,603	6	300,104	8
Plymouth	— .86	— 4,718	4	542,649	3	547,367	3
Chrysler	— 1.23	— 1,865	5	149,435	10	151,300	11
DeSoto	— 2.07	— 2,380	6	112,643	12	115,023	13
Cadillac	— 4.65	— 4,732	7	97,093	13	101,825	14
Packard	— 8.41	— 6,156	8	66,999	15	73,155	16
Nash	— 20.31	— 35,687	9	140,035	11	175,722	10
Crosley	— 23.08	— 1,592	10	5,304	20	6,896	21
Willys-Overland	— 23.21	— 7,877	11	26,049	18	33,926	18
Pontiac	— 23.31	— 102,707	12	337,821	5	440,528	5
Studebaker	— 23.38	— 62,715	13	205,514	9	268,229	9
Lincoln	— 24.77	— 8,502	14	25,816	19	34,318	17
Chevrolet	— 24.88	— 353,357	15	1,067,042	1	1,420,339	1
Ford	— 26.05	— 303,809	16	862,309	2	1,166,118	2
Oldsmobile	— 26.59	— 99,047	17	273,472	7	372,519	6
Mercury	— 26.67	— 84,878	18	233,339	8	318,217	7
Buick	— 26.79	— 143,522	19	392,285	4	535,807	4
Hudson	— 27.84	— 37,372	20	96,847	14	134,219	12
Austin	— 30.30	— 1,652	21	3,800	21	5,452	22
Kaiser	— 39.08	— 33,546	22	52,286	16	85,832	15
Frazer	—100.00	— 11,884	23			11,884	19
Misc.	46.46	5,292		16,682		11,390	
TOTAL		— 1,265,535		5,060,903		6,326,438	

Each Maker's Share . . .

New Passenger Car Sales, 1951-1950

	Total Sales 1951	Pct. Share of 1951 Sales	Total Sales 1950	Pct. Share of 1950 Sales	1951 Pct. Pt. Gain or Loss
CHRYSLER CORP.	1,103,330	21.80	1,113,794	17.60	+4.20
Chrysler	149,435	2.95	151,300	2.39	+0.56
DeSoto	112,643	2.23	115,023	1.82	+0.41
Dodge	298,603	5.90	300,104	4.74	+1.16
Plymouth	542,649	10.72	547,367	8.65	+2.07
FORD MOTOR CO.	1,121,464	22.16	1,518,653	24.00	—1.84
Ford	862,309	17.04	1,166,118	18.43	—1.39
Lincoln	25,816	.51	34,318	.54	—0.03
Mercury	233,339	4.61	318,217	5.03	—0.42
GENERAL MOTORS	2,167,713	42.83	2,871,078	45.38	—2.55
Buick	392,285	7.75	535,807	8.47	—0.72
Cadillac	97,093	1.92	101,825	1.61	+0.31
Chevrolet	1,067,042	21.08	1,420,399	22.45	—1.37
Oldsmobile	273,472	5.40	372,519	5.89	—0.49
Pontiac	337,821	6.68	440,528	6.96	—0.28

	Sales Total 1951	Pct. Share of 1951 Sales	Total Sales 1950	Pct. Share of 1950 Sales	1951 Pct. Pt. Gain or Loss
KAISER-FRAZER	103,658	2.05	112,055	1.77	+0.28
Frazer	.....	...	11,884	.19	—0.19
Henry J	51,372	1.02	14,339	.23	+0.79
Kaiser	52,286	1.03	85,832	1.35	—0.32
ANGLIA-PREFECT	3,508	.07	1,869	.03	+0.04
AUSTIN	3,800	.08	5,452	.09	—0.01
CROSLEY	5,304	.11	6,896	.11	...
HUDSON	96,847	1.91	134,219	2.12	—0.21
NASH	140,035	2.77	175,722	2.78	—0.01
PACKARD	66,999	1.32	73,155	1.16	+0.16
STUDEBAKER	205,514	4.06	268,229	4.24	—0.18
WILLYS	26,049	.51	33,926	.54	—0.03
MISCELLANEOUS	16,682	.33	11,390	.18	+0.15
TOTAL	5,060,903	100%	6,326,438	100%	

—Automotive News compilations from R. L. Polk & Co. data

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1951)

Cars	38,515,538
Trucks	8,064,883

Average Annual Scrappage (1925 through 1951)

Cars	1,706,497
Trucks	283,391

Best New-Vehicle Sales Years

CARS

1950	6,326,438
1951	5,060,903
1929	3,880,206
1941	3,731,166
1948	3,490,952
1937	3,483,752

TRUCKS

1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1947	879,132
1941	640,697
1946	625,249

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
September, 1950	625,755
July, 1950	609,926
June, 1950	583,922
October, 1950	580,373
December, 1950	552,259
May, 1941	515,034
March, 1951	512,599

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266

Leading States, Vehicles in Operation (As of July 1, 1951)

CARS

California	3,731,905
New York	3,222,773
Pennsylvania	2,482,252
Illinois	2,347,343
Ohio	2,337,038
Michigan	2,034,551

TRUCKS

California	585,382
Texas	567,970
New York	433,309
Pennsylvania	423,886
Illinois	365,940
Ohio	341,981

States' and Makers' Truck Sales Figures

1951 Compared with 1950

List of States in Order of VOLUME

	1951	1951 Pos.	1950	1950 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Texas	88,701	1	99,053	1	— 10,352	—10.45
California	63,284	2	66,685	2	— 3,401	— 5.10
Pennsylvania	53,383	3	61,473	3	— 8,090	—13.16
New York	49,840	4	57,800	4	— 7,960	—13.77
Ohio	45,467	5	52,741	5	— 7,274	—13.79
Illinois	45,205	6	50,681	6	— 5,476	—10.80
Michigan	40,938	7	47,241	7	— 6,303	—13.34
Missouri	33,461	8	38,586	8	— 5,125	—13.28
Indiana	29,736	9	32,453	11	— 2,717	— 8.37
Georgia	29,549	10	33,464	9	— 3,915	—11.70
North Carolina	29,093	11	31,904	12	— 2,811	— 8.81
New Jersey	24,870	12	27,549	14	— 2,679	— 9.72
Alabama	23,294	13	25,187	17	— 1,893	— 7.52
Florida	22,499	14	24,686	19	— 2,187	— 8.86
Oklahoma	22,270	15	27,332	15	— 5,062	—18.52
Iowa	22,231	16	27,722	13	— 5,491	—19.81
Virginia	22,082	17	24,541	20	— 2,459	—10.02
Tennessee	21,854	18	33,279	10	— 11,425	—34.33
Wisconsin	21,185	19	25,076	18	— 3,891	—15.52
Arkansas	20,617	20	24,086	22	— 3,469	—14.40
Mississippi	20,524	21	21,424	24	— 900	— 4.20
Minnesota	20,044	22	26,554	16	— 6,510	—24.52
Kansas	19,522	23	21,599	23	— 2,077	— 9.61
Louisiana	19,467	24	20,573	25	— 1,106	— 5.38
Kentucky	18,897	25	24,307	21	— 5,410	—22.26
Nebraska	16,922	26	18,130	27	— 1,208	— 6.66
South Carolina	14,794	27	13,922	31	+ 872	+ 6.26
Massachusetts	14,697	28	18,279	26	— 3,582	—19.60
Oregon	14,636	29	15,223	28	— 587	— 3.86
Washington	14,141	30	15,201	29	— 1,060	— 6.97
Colorado	12,669	31	15,101	30	— 2,432	—16.10
Maryland	11,187	32	12,547	32	— 1,360	—10.84
West Virginia	11,052	33	11,558	33	— 506	— 4.38
Montana	8,866	34	10,102	34	— 1,236	—12.24
Connecticut	8,229	35	9,199	35	— 970	—10.54
Idaho	8,036	36	8,387	37	— 351	— 4.19
North Dakota	7,252	37	7,632	38	— 380	— 4.98
Arizona	7,079	38	6,980	41	+ 99	+ 1.42
South Dakota	6,980	39	7,522	39	— 542	— 7.21
New Mexico	6,501	40	8,797	36	— 2,296	—26.10
Utah	5,743	41	6,263	42	— 520	— 8.30
Maine	5,624	42	7,030	40	— 1,406	—20.00
Wyoming	5,069	43	5,932	43	— 863	—14.55
New Hampshire	3,249	44	3,714	45	— 465	—12.52
Rhode Island	2,926	45	3,825	44	— 899	—23.50
District of Columbia	2,870	46	3,109	46	— 239	— 7.69
Delaware	2,748	47	3,076	47	— 328	—10.66
Vermont	2,693	48	3,001	48	— 308	—10.26
Nevada	1,874	49	1,781	49	93	5.22
TOTAL	1,003,850		1,142,307		—138,457	—12.12

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain or Loss	Unit Gain or Loss	Gain or Loss Pos.	1951	1951 Pos.	1950	1950 Pos.
South Carolina	+ 6.26	+ 872	1	14,794	27	13,922	31
Nevada	+ 5.22	+ 93	2	1,874	49	1,781	49
Arizona	+ 1.42	+ 99	3	7,079	38	6,980	41
Oregon	— 3.86	— 587	4	14,636	29	15,223	28
Idaho	— 4.19	— 351	5	8,036	36	8,387	37
Mississippi	— 4.20	— 900	6	20,524	21	21,424	24
West Virginia	— 4.38	— 506	7	11,052	33	11,558	33
North Dakota	— 4.98	— 380	8	7,252	37	7,632	38
California	— 5.10	— 3,401	9	63,284	2	66,685	2
Louisiana	— 5.38	— 1,106	10	19,467	24	20,573	25
Nebraska	— 6.66	— 1,208	11	16,922	26	18,130	27
Washington	— 6.97	— 1,060	12	14,141	30	15,201	29
South Dakota	— 7.21	— 542	13	6,980	39	7,522	39
Alabama	— 7.52	— 1,893	14	23,294	13	25,187	17
Dist. of Columbia	— 7.69	— 239	15	2,870	46	3,109	46
Utah	— 8.30	— 520	16	5,743	41	6,263	42
Indiana	— 8.37	— 2,717	17	29,736	9	32,453	11
North Carolina	— 8.81	— 2,811	18	29,093	11	31,904	12
Florida	— 8.86	— 2,187	19	22,499	14	24,686	19
Kansas	— 9.61	— 2,077	20	19,522	23	21,599	23
New Jersey	— 9.72	— 2,679	21	24,870	12	27,549	14
Virginia	—10.02	— 2,459	22	22,082	17	24,541	20
Vermont	—10.26	— 308	23	2,693	48	3,001	48
Texas	—10.45	— 10,352	24	88,701	1	99,053	1
Connecticut	—10.54	— 970	25	8,229	35	9,199	35
Delaware	—10.66	— 328	26	2,748	47	3,076	47
Illinois	—10.80	— 5,476	27	45,205	6	50,681	6
Maryland	—10.84	— 1,360	28	11,187	32	12,547	32
Georgia	—11.70	— 3,915	29	29,549	10	33,464	9
Montana	—12.24	— 1,236	30	8,866	34	10,102	34
New Hampshire	—12.52	— 465	31	3,249	44	3,714	45
Pennsylvania	—13.16	— 8,090	32	53,383	3	61,473	3
Missouri	—13.28	— 5,125	33	33,461	8	38,586	8
Michigan	—13.34	— 6,303	34	40,938	7	47,241	7
New York	—13.77	— 7,960	35	49,840	4	57,800	4
Ohio	—13.79	— 7,274	36	45,467	5	52,741	5
Arkansas	—14.40	— 3,469	37	20,617	20	24,086	22
Wyoming	—14.55	— 863	38	5,069	43	5,932	43
Wisconsin	—15.52	— 3,891	39	21,185	19	25,076	18
Colorado	—16.10	— 2,432	40	12,669	31	15,101	30
Oklahoma	—18.52	— 5,062	41	22,270	15	27,332	15
Massachusetts	—19.60	— 3,582	42	14,697	28	18,279	26
Iowa	—19.81	— 5,491	43	22,231	16	27,722	13
Maine	—20.00	— 1,406	44	5,624	42	7,030	40
Kentucky	—22.26	— 5,410	45	18,897	25	24,307	21
Rhode Island	—23.50	— 899	46	2,926	45	3,825	44
Minnesota	—24.52	— 6,510	47	20,044	22	26,554	16
New Mexico	—26.10	— 2,296	48	6,501	40	8,797	36
Tennessee	—34.33	— 11,425	49	21,854	18	33,279	10
TOTAL	—12.12	—138,457		1,003,850		1,142,307	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1951-1950

	1951	1951 Pos.	1950	1950 Pos.	Unit Change	Pct. Change
Chevrolet	350,344	1	414,496	1	— 64,152	— 5.62
Ford	250,802	2	315,912	2	— 65,110	— 5.70
Dodge	106,600	3	99,716	3	+ 6,884	+ .60
GMC	100,285	4	97,200	5	+ 3,085	+ .27
International	95,184	5	97,818	4	— 2,634	— .23
Studebaker	32,675	6	45,881	6	— 13,206	— 1.16
Willys-Overland	24,292	7	24,640	7	— 348	— .03
White	12,260	8	12,050	8	+ 210	+ .02
Mack	9,794	9	9,908	9	— 114	— .01
Diamond T	4,508	10	5,675	10	— 1,167	— .10
Divco	3,752	11	4,309	11	— 557	— .05
Reo	3,427	12	3,876	12	— 449	— .04
Brockway	2,182	13	2,384	13	— 202	— .02
Autocar	2,112	14	2,072	14	+ 40	+ .01
Federal	1,008	15	1,469	15	— 461	— .04
Pontiac	908	16	1,362	16	— 454	— .04
Kenworth	668	17	673	17	— 5	....
F.W.D.	501	18	323	20	+ 178	+ .02
Crosley	424	18	422	18	+ 12	....
Sterling	334	20	354	19	— 20	....
Miscellaneous	1,780		1,767		+ 13	....
TOTAL	1,003,850		1,142,307		—138,457	—12.12

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1951-1950

	Pct. Gain	Unit Gain or Loss	Gain Pos.	1951	1951 Pos.	1950	1950 Pos.
Dodge	.60	6,884	1	106,600	3	99,716	3
GMC	.27	3,085	2	100,285	4	97,200	5
FWD	.02	178	3	501	18	323	20
White	.02	210	4	12,260	8	12,050	8
Autocar	.01	40	5	2,112	14	2,072	14
Crosley	..	12	6	434	19	422	18
Kenworth	..	— 5	7	668	17	673	17
Sterling	..	— 20	8	334	20	354	19
Mack	— .01	— 114	9	9,974	9	9,908	9
Brockway	— .02	— 202	10	2,182	13	2,384	13
Willys-Overland	— .03	— 348	11	24,292	7	24,640	7
Federal	— .04	— 461	12	1,008	15	1,469	15
Pontiac	— .04	— 454	13	908	16	1,362	16
Reo	— .04	— 449	14	3,427	12	3,876	12
Divco	— .05	— 557	15	3,752	11	4,309	11
Diamond T	— .10	— 1,167	16	4,508	10	5,675	10
International	— .23	— 2,634	17	95,184	5	97,818	4
Studebaker	—1.16	— 13,206	18	32,675	6	45,881	6
Chevrolet	—5.62	— 64,152	19	350,344	1	414,496	1
Ford	—5.70	— 65,110	20	250,802	2	315,912	2
Miscellaneous	..	13		1,780		1,767	
TOTAL		—138,457		1,003,850		1,142,307	

Each Maker's Share . . .

New-Truck Sales, 1951-1950

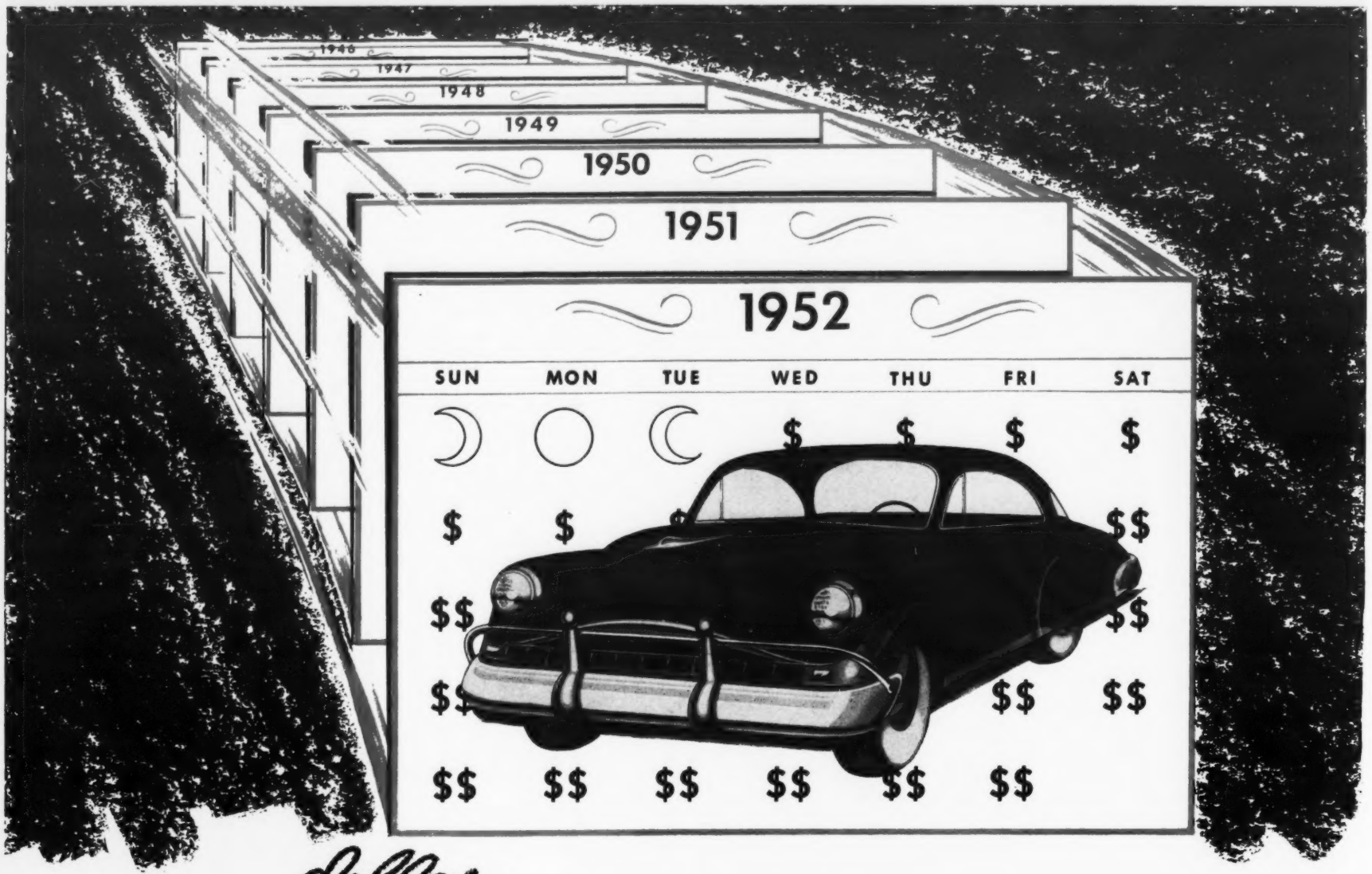
	Total Sales 1951	Pct. Share of 1951 Sales	Total Sales 1950	Pct. Share of 1950 Sales	1951 Pct. Pt. Gain or Loss
CHEVROLET	350,344	34.90	414,496	36.28	—1.38
FORD	250,802	24.98	315,912	27.65	—2.67
DODGE	106,600	10.62	99,716	8.73	+1.89
GMC	100,285	9.99	97,200	8.51	+1.48
INTERNATIONAL	95,184	9.48	97,818	8.56	+0.92
STUDEBAKER	32,675	3.26	45,881	4.02	—0.76
WILLYS	24,292	2.42	24,640	2.16	+0.26
WHITE	12,260	1.22	12,050	1.05	+0.17
MACK	9,794	.98	9,908	.87	+0.11
DIAMOND T	4,508	.45	5,675	.50	—0.05
DIVCO	3,752	.37	4,309	.38	—0.01
REO	3,427	.34	3,876	.34	...
BROCKWAY	2,182	.22	2,384	.21	+0.01
AUTOCAR	2,112	.21	2,072	.18	+0.03
FEDERAL	1,008	.10	1,469	.13	—0.03
PONTIAC	908	.09	1,362	.12	—0.03
KENWORTH	668	.07	673	.06	+0.01
FWD	501	.05	323	.03	+0.02
CROSLEY	434	.04	422	.04	...
STERLING	334	.03	354	.03	...
PETERBILT	301	.03	280	.02	+0.01
MISCELLANEOUS	1,479	.15	1,487	.13	+0.02
TOTAL	1,003,850	100%	1,142,307	100%	

—Automotive News compilations from R. L. Polk & Co. data

1951 Truck Registrations by Weight Class

	5,000 Lbs. or Less	5,001-10,000 Lbs.	10,001-14,000 Lbs.	14,001-16,000 Lbs.	16,001-19,500 Lbs.	19,501-26,000 Lbs.	26,001- & Over	Total 1951	Total 1950
Autocar	.....	.....	.....	.....	.....	.....	2,112	2,112	2,072
Brockway	.....	.....	.....	2	117	329	1,734	2,182	2,384
Chevrolet	191,347	70,834	20,579	67,584	.....	.....	.....	350,344	414,496
Diamond T	.....	138	176	795	1,587	1,257	555	4,508	5,675
Divco	.....	3,168	584	.....	.....	.....	.....	3,752	4,309
Dodge	50,712	25,352	6,457	14,223	8,528	879	449	106,600	99,716
Federal	.....	.....	20	139	268	448	133	1,008	1,469
Ford	117,934	43,964	29,398	44,827	5,919	8,760	.....	250,802	315,912
FWD	.....	.....	.....	22	70	372	37	501	323
GMC	40,948	18,319	5,435	18,038	6,699	8,142	2,704	100,285	97,200
International	28,166	18,829	3,652	19,864	10,897	10,034	3,742	95,184	97,818
Kenworth	.....	.....	.....	.....	.....	2	666	668	673
Mack	.....	.....	.....	3	1,098	2,847	5,846	9,794	9,908
Peterbilt	.....	.....	.....	.....	.....	.....	301	301	.....
Pontiac	908	.....	.....	.....	.....	.....	.....	908	1,362
Reo	.....	.....	.....	958	657	1,760	52	3,427	3,876
Sterling	.....	.....	.....	.....	.....	74	260	334	354
Studebaker	20,644	5,466	4,056	2,509	.....	.....	.....	32,675	45,881
White	.....	.....	.....	912	947	8,276	2,125	12,260	12,050
Willys-Jeep	9,002	.....	.....	.....	.....	.....	.....	9,002	8,841
Willys Truck	9,091	6,199	.....	.....	.....	.....	.....	15,290	15,799
Domestic Miscellaneous	622	5	21	24	3	381	606	1,662	1,836
Domestic Total	469,374	192,274	70,378	169,900	36,790	43,561	21,322	1,003,599	1,141,954
Foreign Miscellaneous	251	.....	.....	.....	.....	.....	.....	251	353
GRAND TOTAL	469,625	192,274	70,378	169,900	36,790	43,561	21,322	1,003,850	1,142,307

—Compiled by R. L. Polk & Co.



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SAY "VAN AUKEN" AND PEOPLE THINK OF GRILLE GUARDS "It's on the Ball"

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New Passenger Car Registrations by Makes in States From 1939 Through 1951

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Albama	'51	1399	958	3301	6903	12561	12831	340	3150	16321	4615	789	15570	3000	4291	28265	464		930	743	1364	578	2669	357	168	64420
	'50	1300	831	3198	6150	11479	17127	523	4739	22389	6497	824	21152	3751	4967	37191	659	104	152	963	1701	571	3327	469	151	79156
	'49	1277	858	3082	6516	11733	12087	547	2942	15576	3377	704	14230	2531	3165	24007	579	174		1299	1329	826	2249	319	182	58273
	'48	975	636	1871	4309	7791	7781	356	1488	9625	1901	433	10170	1581	2011	16096	1330	681		1326	952	438	1527	274	392	40432
	'47	887	490	1729	3676	6782	8289	219	1080	9588	1775	310	9083	1370	1428	13966	737	597		966	980	326	1000	291	275	35508
	'46	581	403	1190	3140	5314	5240	83	678	6001	944	160	5402	627	689	7822	73	32		913	814	237	568		76	21850
	'41	893	664	2504	4308	8369	9404	163	1138	10705	2485	367	13431	1474	1889	19646				1036	353	490	1253	571	30	42453
	'40	668	498	2328	3855	7349	7674	168	1019	8861	1962	112	12361	1141	1093	16669				943	294	523	1166	399	122	36326
	'39	432	391	2055	3624	6502	7314	134	655	8103	1564	61	10077	1016	1037	13755				756	382	356	446	175	182	30657
Arizona	'51	644	344	1057	1910	3955	3832	121	1117	5070	1852	363	4964	1127	1325	9631	199		183	513	670	277	1195	112	235	22040
	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	277	31	66	669	692	277	1574	164	102	26570
	'49	499	397	1015	1955	3866	3861	158	771	4790	1415	390	4636	895	1185	8521	140	45		824	723	328	1488	154	116	20995
	'48	416	345	646	1241	2648	2029	172	616	2817	881	194	2181	512	747	4515	313	208		356	538	305	1030	93	171	12994
	'47	366	279	589	1083	2317	1970	90	419	2479	830	179	1844	387	523	3763	227	220		276	454	198	552	102	67	10655
	'46	241	151	424	584	1400	1180	38	228	1446	401	79	955	183	282	1900	8	1		238	333	149	207	9	20	5711
	'41	618	279	733	1467	3097	1533	69	301	1903	1062	214	2707	560	735	5278				309	235	299	416	66		11603
	'40	381	240	665	1620	2906	1540	92	269	1901	791	73	2970	513	496	4843				245	210	312	424	43	59	10943
	'39	233	158	569	1065	2025	1286	95	203	1584	603	34	2078	402	282	3399				259	262	232	287	42	101	8191
Arkansas	'51	802	834	2011	4795	8442	6829	143	1709	8681	2538	508	8761	1691	2330	15828	429		505	526	859	314	1597	298	55	37534
	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	713	149	134	626	1135	409	1877	437	98	47003
	'49	770	558	1780	4049	7157	6587	227	1112	7926	2090	377	8006	1467	1887	13827	640	208		1016	879	575	1249	385	168	34030
	'48	525	273	1099	2186	4083	3951	157	792	4900	1077	190	5376	845	1179	8667	878	385		566	555	299	633	236	117	21319
	'47	470	251	895	2062	3678	4399	130	640	5169	1090	182	5267	765	1024	8328	377	230		463	588	199	394	269	91	19786
	'46	271	192	576	1539	2578	3302	51	274	3627	474	56	2261	341	410	3542	17	9		290	453	115	152	15	19	10817
	'41	539	190	1136	2073	3938	6615	100	522	7237	1538	197	7465	942	1229	11371				318	271	210	427	101		23873
	'40	388	201	1032	1839	3460	5999	118	514	6631	1190	53	7112	787	1149	10291				339	237	237	518	135	68	21916
	'39	284	158	1154	1829	3425	5942	101	451	6494	1048	30	6022	736	889	8725				236	212	226	409	28	104	19859
California	'51	14507	9609	20111	36465	80692	62506	2340	22212	87058	29801	11309	77761	22725	24853	166449	2715		2223	8040	12446	4873	19474	2209	6503	392682
	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	5531	614	984	13135	17205	5157	29557	2024	4258	519999
	'49	10683	10889	19633	37757	78962	62792	3142	15727	81661	29619	8763	79399	22297	28766	168844	2635	751		11434	9973	6187	24924	1666	2507	389544
	'48	8028	9034	16554	25148	58764	38095	3509	12438	54042	19830	5068	49759	12527	18063	105247	5086	2887		9130	7046	7584	16838	1445	4140	272209
	'47	7412	8636	16126	23680	55854	41157	2620	10965	54742	18848	4745	46647	13440	15841	99521	4783	5060		7207	7192	4707	10813	1706	1756	253341
	'46	5486	6282	10601	12030	34399	20593	1111	6195	27899	9142	1990	23999	7170	8853	51154	218	111		6439	5930	3295	6670	168	136	136419
	'41	14688	11309	16282	27895	70174	36141	1839	6948	44928	22534	5456	61807	16714	21828	128339				7882	4648	5867	11399	3157	255	276649
	'40	9297	7423	14511	31472	62703	32174	2183	7214	41571	22589	2275	54869	15166	19883	114782				6753	3072	6104	10953	3054	1902	250894
	'39	6317	5352	14465	22083	48217	26007	2126	5385	33518	16310	1391	36489	11135	12914	78239				3993	2979	5535	10040	2883	2816	188220
Colorado	'51	1593	793	2365	4331	9082	6930	325	2295	9550	4086	802	8513	2344	2737	18482	326		286	1342	1287	622	1630	352	213	43172
	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	487	94	118	2305	2560	736	2012	367	161	58953
	'49	1466	760	2122	4638	8986	6989	436	2076	9501	3360	672	7928	1988	2395	16343	385	124		3169	1506	987	1398	241	130	42770
	'48	1174	533	1694	2758	6159	4245	335	1349	5929	1938	458	5904	1216	1533	11049	719	583		918	881	547	824	168	165	27942
	'47	1004	423	1695	2503	5625	4803	208	1264	6275	1920	401	5622	1205	1424	10572	352	489		611	849	333	550	201	101	25958
	'46	534	314	986	1464	3298	2853	93	731	3677	833	158	2531	561	611	4694	25	5		460	632	216	297	12	30	13346
	'41	1408	591	1892	2802	6693	4604	147	864	5615	2522	442	6860	1545	1935	13304				484	526	477	785	153	17	28054
	'40	1071	488	1577	2784	5920	4775	229	1148	6152	2301	159	7372	1427	1641	12900				611	444	543	801	143	154	27668
	'39	622	418	1691	2648	5379	5048	252	874	6174	5379	82	5884	1218	1129	10247				711	503	475	736	165	240	24630
Connecticut	'51	2387	1669	4934	7357	16347	10588	437	3584	14609	5538	1697	13910	4497	4684	30326	988		1321	1612	2113	1241	3249	540	900	73246
	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	1088	142	256	1582	2323	1376	3908	688	744	86097
	'49	1940	1509	3975	7067	14491	9047	525	2282	11854	6172	1633	12775	4467	5198	30245	616	86		1732	1947	1490	2954	451	412	66278
	'48	1448	1244	3387	4633	10712	5464	686	2138	8288	4201	1396	9160	2855	3948	21560	941	481		1641	2142	1374	2310	296	1000	50745
	'47	1355	1093	3375	4306	10129	5758	554	1909	8221	4424	1342	8578	3453	4193	21990	759	603		1334	2319	1084	1717	285	341	48782
	'46	982	883	2150	2753	6768	3727	236	1020	4983	2381	676	4156	1769	2413	11395	53	29		1064	1661	817	911	38	78	27797
	'41	2665	1877	3853	8558	16953	7886	444	1276	9606	5956	1744	12443	4779	6100	31022				1364	1436	1978	1895	308	44	64606
	'40	1655	1489	3163	7948	14255	6806	438	1298	8542	6234	635	11484	3705	5119	27177				1349	1043	2198	1474	292	491	56821
	'39	866	928	2325	5812	9931	5105	324	946	6375	4170	348	7104	2376	3306	17304				895	783	1608	1070	191	702	38859
Delaware	'51	325	227	878	1375	2805	2827	104	608	3539	1152	286	3392	888	1102	6820	156		180	242	348	174	874	56	83	15277
	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	282	30	46	225	310	175	1094	82	71	17421
	'49	284	222	871	1405	2782	2746	144	581	3471	1033	242	3092	922	961	6250	171	35		267	318	230	1005	70	56	14655
	'48	221	210	827	890	2148	1514	94	394	2002	671	165	1806	617	654	3913	297	137		270	284	292	503	11	139	9996
	'47	212	172	725	818	1927	1540	88	355	1983	721	141	1490	664	712	3728	140	120		156	260	170	336	5	21	8846
	'46	166	132	505	482	1285	937	25	114	1076	363	80	881	374	430	2058	6	3		170	249	124	185		17	5243
	'41	428	231	540	1227	2426	1725	37	201	1963	960	236	2652	1014	998	5860				96	144	340	478	57	7	11371
	'40	228	136	499	1076	1939	1365	50	150	1565	1048	91	2401	906	907	5353				130	68	292	491	47	77	9962
	'39	136	132	358	819	1445	1038	53	133	1224	830	62	1792	740	734	4158				109	117	217	255	18	106	7649
Florida	'51	2837	1676	5339	9928	19780	15303	772	5558	21633	7182	2241	18475	4788	6023	38709	854		1976	1369	2150	1420	3179	1031	2002	94103
	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	1082	115	368	2217	2728	1386	4469	1383	1891	116904
	'49	2242	1487	4896	9277	17902	15403	1325	4778	21506	5705	1889	16330	4090	4393	32407	886	245		2578	1955	1880	3088	1012	779	84238
	'48	1603	1106	3473	5376	11558	9577	964	2875	13416	3039	1254	9575	2022	2674	18564	1581	826		1725	1611	963	1912	417	1173	53746
	'47	1451	961	3315	4999	10726	9681	798	1978	12457	3260	1188	9288	2061	1847	17644	960	808		1350	1643	649	1358	423	991	49009
	'46	1089	740	2152	3387	7368	5706	284	1068	7058	1625	502	4303	927	982	8339	24	19		1179	1304	480	695	26	188	26680
	'41	2426	1190	3823	7330	14769	11035	589	1534	13158	4822	1477	12278	2893	2702	24172				1162	867	1226	1553	546	145	57598
	'40	1719	807	3345	7756	13627	10232	732	1615	12579	4452	633	12321	2442	2286	22134				1609	780	1365	1717	734	601	55146
	'39	960	851	2588	5826	10225	8483	644	1352	10479	3334	317	8943	1804	1610	16008				1229	813	1218	1302	543	875	42692
Georgia	'51	1902	1185	4728	9060	16875	18125	621	5114	23860	7609	1407	22074	4347	7398	42835	821		1252	1087	1503	993	3769	434	425	93854
	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	998	144	249	1573	1752	978	4172	555	345	113923
	'49	1761	1253	4487	8159	15660	16249	888	4205	21342	5773	1180	18324	3763	5297	34337	827	294		1972	1540	1299	2866	469	280	80886
	'48	1374	1026	3017	5892	11309	11839	522	2463	14824	4033	877	13453	2386	3037	23786	1572	755		1642	1645	949	2403	402	456	59703
	'47	1250	820	2826	4939	9835	12648	343	1854	14845	3645	792	12293	2237	2451	21418	950	651		1306	1504	692	1555	385	291	53432
	'46	663	559	1644	2938	5804	6371	158	993	7522	1390	306	5031	1010	944	8681	50	49		846	1019	494	559	26	52	25102
	'41	1494	935	2855	7266	12550	14167	246	1746	16159	4910	837	14493	2647	2947	25834				930	801	1001	1505	494	26	59300
	'40	997	693	2854	6258	10802	11562	273	1602	13437	3559	267	14562	2540	2352	23310				1054	604	1148	1342	418	285	52400
	'39	605	442	2431	5068	8546	10311	296	1107	11714	2620	166	10624	2041	1512	16963				871	655	827	1061	77	411	41125
Idaho	'51	662	440	1262	1995	4359	3495	136	1155	4786	2071	388	4492	1171	1551	9673	371		184	689	887	360	1466	315	61	23151
	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	373	50	69	762	1056	305	1799	279	77	27355
	'49	589	486	1254	2096	4425	3501	238	915	4654	1813	344	4674	1139	1458	9428	338	161		877	958	434	1593	242	101	23211
	'48	505	331	808	1259	2903	2086	115	526	2727	977	148	2774	611	769	5279	752	575		493	471	242	892	77	143	14554
	'47	398	267	650	1074	2389	2128	76	475	2679	846	106	2573	600	475	4600	310	403		413	459	139	545	91	65	12093
	'46	238	171	484	651	1544	1161	34	273	1468	367	45	1150	279	234	2075	22	6		294	312	76	293	2	14	6106
	'41	434	370	783	1287	2874	2172	65	488	2725	1126	101	3605	733	713	6278				422	429	199	785	128	2	13842
	'40	329	263	712	1463	2767	2206	79	432	2717	998	29	3682	692	565	5966				449	235	181	654	118	33	13120
	'39	216	191	619	1264	2285	2043	72	283	2398	586	12	2515	468	289	3870				363	179	154	541	61	39	9890

* Includes Terraplane in '39.
† Includes Lafayette in '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 46)

(Continued from Page 45)

New Passenger Car Registrations by Makes in States From 1939 Through 1951

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Illinois	'51	10411	8386	22464	42139	83400	53582	1863	15852	71297	29107	7505	67813	19200	21971	145596	3989		2352	10805	11197	5329	13128	878	2875	350846
	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	183948	6910	1035	767	14039	13634	5574	17101	1390	562	417871
	'49	9463	7764	19938	39619	76784	54826	2940	13769	71535	27595	6628	67869	18612	21407	142111	4830	1613		12833	10728	8186	12680	1535	2321	345156
	'48	7280	5946	15586	24417	53229	28088	2470	10401	40959	17752	5512	45403	12766	14929	96362	10727	6044		7034	7064	5804	8671	1337	4000	241231
	'47	6685	5106	15949	22211	49951	32081	2044	7788	41913	18545	4707	42791	13289	13944	93276	3920	4266		6132	7040	3388	6716	1333	601	218536
	'46	4970	3819	10229	15498	34526	19744	721	3917	24382	9034	1910	20141	6409	7265	44759	148	86		5383	6216	2549	3728	129	175	122081
	'41	11190	7343	16212	33921	68666	37480	1391	5818	44689	25500	6041	59562	18187	20803	130093				6015	8129	5778	9159	913	700	274142
	'40	6979	5771	14835	32272	59857	32541	1553	5851	39945	23442	1772	56502	15091	17582	114389				7144	5731	6531	8230	1058	2667	245552
	'39	4751	3974	14227	26114	49066	30923	1614	4960	37497	17132	1184	40045	10318	11958	80637				5084	6157	5217	6676	624	2277	193235
Indiana	'51	4219	3528	8386	16867	33000	26908	730	5865	33503	11541	2538	33686	8025	10479	66269	1882		1709	3596	5211	1931	11414	617	314	159446
	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	2943	444	505	5047	7090	2375	14329	1075	328	200112
	'49	3685	2931	7814	15675	30105	23845	984	4627	29456	10661	2020	32537	7695	9205	62118	2201	579		5387	4750	3147	9738	782	564	148827
	'48	2685	1959	5782	9413	19839	12561	660	3411	16632	6471	1452	20884	4971	6369	40147	3876	2190		3222	2569	1866	8877	583	1327	101128
	'47	2549	1780	6097	9070	19496	15024	532	2832	18388	7075	1369	19691	5327	6054	39516	1784	1810		2746	2563	1084	8519	660	657	97223
	'46	1776	1363	3844	6473	13456	8773	193	1440	10406	3446	585	10083	2599	3332	20045	112	45		2468	2140	824	6048	63	72	55679
	'41	4098	3004	6529	16303	29934	18141	417	2162	20720	9893	1583	29083	7552	9735	57846				3229	2323	1482	5967	651	72	122224
	'40	3258	2314	5981	16647	28200	16761	495	2213	19469	8788	653	27994	6672	7490	51597				4062	1597	1622	5672	677	583	113479
	'39	1842	1839	4907	12257	20845	15348	482	1557	17387	6264	304	18967	4535	4491	34561				2741	1667	1267	4531	660	835	84494
Iowa	'51	2868	1829	5743	10640	21080	17378	362	4418	22158	6986	1315	21943	4836	6132	41212	1141		538	1449	2823	1035	3920	222	60	95638
	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	2241	295	255	2274	3982	1216	4449	317	84	128114
	'49	2670	1539	5994	11095	21298	20444	557	4392	25393	6734	1030	22908	4638	5641	40951	1858	518		2981	2866	1887	3630	348	543	102183
	'48	2020	1041	3441	7023	13525	11596	419	2300	14315	3821	658	15787	2481	3559	26306	3985	2729		2074	1438	1376	2407	366	426	68947
	'47	1744	832	3148	6215	11939	10647	285	1716	12648	3298	450	13559	2332	2552	22191	1069	1244		1484	1306	618	1746	450	142	54837
	'46	1046	643	2047	3990	7726	7791	167	1187	9145	1751	194	7358	1230	1346	11879	87	53		1465	1065	470	1018	52	42	33008
	'41	1918	933	3326	7247	13424	14710	242	1432	16384	4122	443	19480	3174	3438	30657				1465	1176	656	2413	317	16	66508
	'40	1440	686	3171	7608	12905	14871	281	1488	16640	4091	160	20149	2809	3101	30310				1897	821	583	1943	354	164	65617
	'39	1011	544	3137	6646	11338	15189	273	1405	16867	3549	82	17391	2248	2699	25969				1659	1057	562	1730	183	301	59666
Kansas	'51	2096	1383	4244	7761	15484	13495	361	3735	17591	5968	1105	16723	3711	4876	32383	1006		786	1694	2740	916	3069	259	119	76047
	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	1327	251	220	2030	3055	1118	3353	262	95	91572
	'49	2102	1167	3772	7654	14695	13332	661	3342	17335	5315	923	16944	3630	4491	31303	1055	357		2666	2341	1655	2677	261	415	74760
	'48	1611	786	2400	4587	9384	7221	372	1732	9325	2793	407	11381	2335	2878	19794	2425	1579		1715	1383	812	1732	255	566	48970
	'47	1356	617	2187	4037	8197	7426	215	1312	8953	2551	261	9547	2100	2320	16779	1029	1166		1192	1374	471	1202	362	139	40864
	'46	736	466	1421	2692	5315	5089	106	6555	5850	1261	113	5415	1213	1252	9254	35	27		1052	1040	330	687	8	37	23635
	'41	1436	887	2494	5117	9934	9610	238	1031	10879	3649	318	14713	2859	3443	24982				1092	1057	420	1225	184	3	49776
	'40	1117	705	2248	5257	9327	9057	248	1084	10389	3112	96	14550	2792	2578	23128				1228	644	489	1066	202	125	46598
	'39	710	442	1892	4090	7134	7235	197	886	8318	2113	61	10539	1853	1661	16227				1053	539	344	800	106	166	34687
Kentucky	'51	1595	1015	3536	6521	12667	12458	184	2343	14985	4358	822	15088	3198	4242	27708	458		538	761	1821	672	2760	349	113	62832
	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	848	115	198	1204	1991	781	3246	572	103	78897
	'49	1627	954	3260	7030	12871	12044	384	1936	14364	4274	676	14610	3169	3547	26276	617	184		1617	1500	1167	2198	538	265	61597
	'48	1368	725	2202	4613	8908	6930	332	1732	8994	2563	485	9975	2000	2425	17448	1429	706		1245	1012	784	1611	413	532	43082
	'47	1172	631	2235	4174	8212	7485	180	1081	8746	2390	431	8821	1925	2064	15631	795	636		919	945	378	1065	431	386	38144
	'46	758	489	1507	3030	5784	4888	108	659	5655	1277	171	5313	1056	1122	18939	95	39		882	843	349	576	39	90	23291
	'41	1288	661	2073	5250	9272	8324	152	763	9239	2874	415	11886	2398	2667	20240				616	647	682	1055	243	17	42011
	'40	1041	462	2120	4981	8604	7256	172	770	8198	2642	137	12069	2077	2175	19100				704	471	608	921	203	147	38956
	'39	668	403	1770	3813	6654	6567	174	580	7321	2042	101	8925	1600	1507	14170				567	472	571	675	148	223	30806
Louisiana	'51	1473	1289	2876	6496	12134	11900	200	2410	14510	3826	900	14489	2686	4054	25955	613		626	559	916	662	2827	275	135	59212
	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	1008	123	210	1020	1283	703	4459	462	192	81231
	'49	1379	894	3340	6443	12056	13536	605	3056	17197	4576	956	14823	2987	3897	27239	1053	216		1991	1361	1067	2867	498	275	65820
	'48	1201	676	2490	4659	9026	8649	390	1806	10845	2364	628	9416	1855	2570	16833	1528	793		1389	1151	717	1887	334	422	44925
	'47	916	387	2006	3221	6530	8269	322	1157	9748	2243	439	8337	1497	1734	14250	583	561		700	1026	391	1269	327	140	35525
	'46	460	343	1200	2463	4466	5207	153	751	6111	1013	176	4142	714	762	6807	28	19		522	836	276	647	9	26	19747
	'41	1027	528	2201	4575	8331	10974	303	1259	12536	3199	507	11266	1976	2429	19377				357	616	545	1547	189	6	43504
	'40	681	419	1953	4166	7219	9112	318	1088	10518	2439	167	10736	1490	1655	16487				658	529	509	1313	313	127	37673
	'39	486	262	1764	3644	6156	9128	338	979	10445	1972	123	8578	1293	1349	13315				606	299	441	938	186	194	32580
Maine	'51	591	524	1410	2637	5162	3481	127	995	4603	1709	357	4820	1260	1433	9579	291		373	442	628	245	839	206	99	22467
	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	502	97	50	719	819	338	1288	275	117	29175
	'49	576	496	1425	2680	5177	3178	157	758	4093	1736	394	4987	1434	1700	10251	423	112		772	673	448	835	238	118	23140
	'48	448	412	1117	1710	3687	2359	146	584	3089	1168	266	3408	920	1394	7156	378	156		656	603	519	698	154	202	17298
	'47	393	389	1189	1782	3753	2522	93	418	3033	1158	273	2560	827	1269	6087	384	288		492	501	292	502	220	138	15690
	'46	270	231	714	1000	2215	1454	35	188	1677	547	109	1372	416	701	3145	21	14		467	456	171	275		32	8473
	'41	528	377	1069	2324	4298	2859	86	326	3271	1453	365	4816	1565	2189	10388				594	478	376	463	170	5	20043
	'40	418	325	1034	2202	3979	2908	114	388	3410	1718	119	4695	1369	1787	9688				637	358	438	417	215	174	19316
	'39	290	246	850	1756	3142	2226	102	358	2686	1252	76	3136	875	1171	6510				511	351	304	335	173	192	14204
Maryland	'51	2336	1552	4559	9039	17486	13563	441	3252	17256	5026	995	17764	3923	4737	32445	673		1398	1844	2232	1101	2955	339	344	78073
	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	1009	116	291	1813	2181	1242	3652	412	226	93227
	'49	1846	1516	3728	8426	15516	11213	514	2191	13918	4998	933	16502	4226	3995	30654	834	172		2109	1804	1576	2749	402	251	69985
	'48	1564	1267	3141	5466	11438	6847	336	1569	8752	3364	806	12582	2443	3463	22658	1537	594		1746	1759	1050	2337	297	594	52762
	'47	1251	992	3298	5150	10691	7074	322	1178	8574	3675	800	11245	2667	3245	21632	709	588		1188	1670	591	1653	378	360	48034
	'46	950	676	1864	3526	7016	3783	110	465	4358	1811	343	5876	1293	1814	11137	33	16		908	1338	567	871	43	22	26309
	'41	2369	1281	3300	8225	15175	6873	149	618	7640	4340	879	14617	3469	4527	27832				731	1171	1407	1988	588	47	56579
	'40	1807	981	3098	7933	13819	6490	170	621	7281	4749	298	13968	2572	3678	25265				865	550	1405	1638	242	254	51319
	'39	1133	707	2481	6059	10380	6492	170	594	7256	3665	164	9361	1797	2355	17342				763	680	1162	1182	225	399	39389
Massachusetts	'51	4159	3964	8716	16312	33151	21025	732	6024	27781	10278	2536	26521	9837	9340	58512	1131		1246	2605	4358	1612	5443	726	1078	137643
	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	1803	225	372	3614	5160	1758	8119	1066	472	166815
	'49	3787	3578	8293	15722	31380	19260	985	4806	25051	11718	2422	23842	10841	10393	59216	1229	219		2903	4181	2505	5124	700	780	133288
	'48	2946	2785	6898	10251	22880	11782	1038	4500	17320	8273	2210	16891	7598	8285	43257	2076	794		3123	4085	2349	4076	587	1697	102244
	'47	2787	2426	6957	9921	22091	13722	834	3676	18232	8678	2069	15737	8489	7554	42527	1522	1023		2591	3893	1693	2825	575	475	97447
	'46	2513	2079	4760	7694	17046	10119	461	1963	12543	5463	1148	8076	4801	4796	24284	82	49		2557	3228	1491	1732	69	107	63188
	'41	4274	3327	7913	18132	33646	15855	735	2081	18671	10836	2762	23158	12252	12221	61229				2371	2309	3246	3441	560	130	125603
	'40	2918	2224	6992	16165	28299	15030	735	2337	18102	11722	998	20878	10136	9110	52844				2456	1542	3213	2571	531	1041	110599
	'39	1965	1793	6644	14511	24913	13412	703	1749	15864	8644	502	16656	7958	6664	40424				2120	2143	2893	2308	357	1458	92480
Michigan	'51	7836	6248	17626	32644	64354	72768	1616	14891	89275	26719	7545	76644	18630	25747	155285	3483		3171	5885	8264	3560	9270	686	546	343779
	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	7397	795	1236	8802	8618	3371	11159	1036	387	430321
	'49	6664	6317	14902	30259	58142	66253	1767	12192	80212	26314	5494	74207	18791	24630	149436	3397	989		7382	7393	5132	7651	885	802	321421
	'48	6171	5169	13593	20062	44995	39402	2101	10494	51997	21845	5000	49995	15219	20306	112365	7992	4085		9001	6833	5786	5168	1130	1501	250853
	'47	6406	4869	14694	19684	45653	45961	1547	9897	57405	20762	4913	48261	15672	21091	110699	5007	4130		7417	7197	3498	3877	1269	821	246973
	'46	4327	3495	9373	13789	30984	28270	852	6191	35313	12084	2129	22145	7964	11727	56049	399	186		6921	5769	2996	2223	145	130	141115
	'41	7744	4894	14564	27190	54392	50605	1059	7717	59381	23743	4018	56496	14470	25755	124482				6594	5240	3783	3792	1013	56	258733
	'40	5810	3707	13765	24401	47683	44753	1264	7479	53496	20708	1470	53653	12469	18257	106557				6923	2766	3960	3412	785	1114	226696
	'39	3017	2326	11438	16858	33639	37065	1332	6576	44973	15521	640	32425	8001	10563	67150				5973	2674	3296	2913	578	1821	163017

* Includes Terraplane in '39.
† Includes Lafayette in '39.

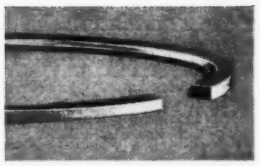
—Figures compiled by R. L. Polk & Co.

(Continued on Page 48)

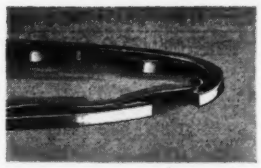
re-ring with BUICK FACTORY ENGINEERED rings!

TOP QUALITY — made to Buick quality specifications, inspected by Buick, guaranteed by Buick.

TRADE DISCOUNT and FRIENDLY TECHNICAL ADVICE—just ask the men at your Buick dealer's for any information or suggestions you might need.

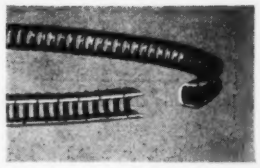


TOP COMPRESSION RING—beveled to twist a little and seat itself fast. Resists flutter, controls blow-by at high speed.



SECOND COMPRESSION RING—also beveled to resist flutter and to seat fast. Made to "stay put" without rotating.

UPPER OIL RING—two-piece design, with scraping edge to give a clean wipe, for top oil mileage and economy.



FLEX-FIT—lower oil ring—segment-cut for great flexibility. Follows any shape cylinder wall.

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

BETTER WORK WITH

SEE YOUR BUICK DEALER

(Continued from Page 46)

New Passenger Car Registrations by Makes in States From 1939 Through 1951

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Minnesota	'51	3705	2643	6597	13134	26079	20249	470	4924	25643	8149	1668	24472	5408	7197	46894	1503		730	2017	2755	1597	4778	312	108	112416
	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	3310	633	305	3918	4944	2300	7492	457	353	153203
	'49	3315	1951	5674	12890	23830	18030	621	4034	22686	7029	1214	23116	5392	6365	43116	2060	468		3909	3502	2502	4737	377	248	107435
	'48	2793	1296	4206	8691	16986	11173	410	2264	13847	4881	754	17181	3260	4434	30510	3218	1705		2252	2285	1362	3274	436	906	26781
	'47	2180	1067	3555	6768	13570	10506	284	2016	12806	4096	618	14118	2809	3455	25096	1021	855		1603	2004	781	2202	387	242	60567
	'46	1360	848	2529	4968	9705	8550	167	1443	10160	1980	267	6902	1409	1857	12415	54	31		1353	1716	564	1230	44	53	37325
	'41	2951	1525	3298	9193	16967	15262	321	1880	17463	5444	702	20804	3793	4754	35497				1081	2104	993	2669	255	9	77038
	'40	1964	1369	3171	10272	16776	13992	315	1957	16264	5509	240	20657	3307	3895	33608				1261	1393	1060	2654	258	379	73653
	'39	1359	1097	3322	8318	14096	12933	308	1611	14852	4497	137	15569	2388	2824	25415				1138	1447	938	2149	264	472	60771
Mississippi	'51	1146	679	2000	4896	8721	7854	184	1917	9955	3439	627	10445	1842	2785	19138	364		538	366	668	400	1990	179	67	42386
	'50	1028	716	1997	4888	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	450	50	125	446	827	337	2109	253	82	50797
	'49	1016	550	2037	4610	8213	8138	343	1620	10101	2945	543	9394	1629	2452	16963	389	122		941	989	539	1406	306	194	40163
	'48	883	337	1208	3325	5753	5466	269	1122	6857	1553	328	6648	964	1544	11037	870	418		816	710	380	912	161	328	28242
	'47	862	290	1117	3018	5287	6427	164	872	7463	1689	215	6366	843	1219	10332	473	328		517	765	242	654	200	121	26382
	'46	383	187	709	1858	3137	3858	66	455	4379	791	56	2972	395	498	4712	32	20		388	580	161	314	16	44	13783
	'41	521	170	983	2499	4173	7693	163	682	8538	2303	181	8042	1075	1516	13117				170	259	229	350	90	5	26931
	'40	338	220	1015	2338	3911	7064	167	713	7944	1913	43	9283	1118	1248	13605				225	166	222	468	89	117	26747
	'39	196	156	810	1994	3156	6919	137	512	7568	1518	27	7148	873	1014	10580				124	177	188	357	40	112	22302
Missouri	'51	3786	3307	7074	17723	31890	25036	605	6893	32534	9370	2162	33588	6503	8326	59949	1105		931	1621	5543	1532	4599	468	225	140397
	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	1767	275	249	2274	6571	1761	5935	801	186	174394
	'49	3192	2395	6468	15265	27320	23969	878	5142	29989	8480	1802	32981	6191	7375	56829	1468	350		3319	4291	2390	4140	710	463	131269
	'48	2577	1722	4982	9692	18973	14574	593	3057	18224	5626	1182	24725	4425	5110	41068	2927	1441		2547	2413	1424	2874	607	768	93266
	'47	2326	1528	4807	8431	17092	15393	485	2549	18427	5493	1134	23291	4525	4329	38772	1205	1036		1964	2467	942	1984	661	355	84905
	'46	1399	1190	3139	6552	12280	10087	263	1629	11979	2730	415	11469	2384	2387	19385	64	28		1581	2237	759	1161	44	88	49606
	'41	3080	2236	4787	11936	22039	17714	576	2362	20652	7383	1367	31214	6213	5874	52051				1300	2180	1425	2695	330	12	102684
	'40	2200	1786	5214	18894	21094	15825	571	2160	18556	6652	359	31701	5519	4893	49124				1455	1627	1670	2653	279	443	96901
	'39	1472	1558	5216	10640	18886	13287	466	1543	15296	4815	286	22651	3881	3631	35264				1176	1946	1247	2090	237	563	76705
Montana	'51	787	458	1354	2346	4945	4192	130	1142	5464	1903	444	5439	1496	1547	10829	242		166	778	483	359	1131	313	25	24735
	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	355	59	63	962	768	353	1699	265	33	31249
	'49	652	456	1291	2178	4577	3684	229	977	4890	1576	366	5200	1312	1405	9859	322	133		1038	813	537	1231	230	51	23681
	'48	586	354	1112	1629	3681	2743	130	739	3612	1093	222	3549	930	951	6745	814	506		537	593	376	930	165	55	18014
	'47	534	307	986	1531	3358	2322	110	773	3205	929	136	3426	775	536	5802	490	348		508	536	230	606	174	43	15300
	'46	252	163	510	773	1698	1386	33	364	1783	390	43	1530	356	209	2528	25	23		283	316	104	241	2	12	7015
	'41	794	285	879	1748	3706	3008	75	532	3615	1211	149	4594	1069	723	7746				401	583	222	769	98	2	17142
	'40	549	261	786	1910	3506	2937	91	517	3545	1111	37	4844	974	440	7406				527	467	252	825	112	57	16697
	'39	368	185	754	1525	2832	2765	103	400	3259	939	33	3407	789	365	5533				429	527	206	605	52	80	13523
Nebraska	'51	1822	895	2601	6173	11491	10120	263	2764	13147	4762	952	12260	2654	3932	24560	512		267	995	1187	707	2306	262	76	55510
	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	728	86	110	940	1383	704	2632	214	42	67964
	'49	1651	633	2658	6153	11095	10506	345	1994	12845	3911	671	11200	2056	3193	21031	667	220		1077	997	889	1917	229	138	51105
	'48	1256	501	1610	4096	7463	6375	229	1199	7803	1921	308	7948	1158	2043	13378	1736	949		1014	687	533	1232	257	182	35234
	'47	1158	398	1413	3539	6508	6186	134	779	7099	1596	242	6594	1069	1528	11029	654	711		603	577	291	855	242	85	28654
	'46	548	299	948	2270	4065	4191	86	602	4879	787	82	3735	548	798	5950	50	18		534	557	215	475	15	28	16786
	'41	945	360	1251	3173	5729	7880	160	839	8879	2211	272	9823	1312	1840	15458				430	488	342	1039	83	4	32452
	'40	750	318	1304	3173	5545	6948	185	860	7993	1916	80	8822	1113	1457	13388				436	307	344	789	52	81	28935
	'39	516	284	1200	2906	4906	7074	164	706	7944	1673	28	7097	982	1976	10856				416	383	347	692	60	111	25715
Nevada	'51	295	135	336	612	1378	844	43	346	1233	489	187	1152	359	476	2663	36		27	157	96	188	319	58	18	6173
	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489	61		16	192	225	167	478	76	4	7672
	'49	242	162	271	676	1351	834	121	405	1360	497	246	1227	385	509	2864	33	23		182	190	174	389	31	10	6607
	'48	252	158	317	525	1252	581	85	318	984	367	152	687	180	307	1693	154	117		151	122	157	359	27	12	5028
	'47	226	153	264	536	1179	675	59	288	1022	384	170	672	150	268	1644	101	97		95	116	96	182	31	34	4597
	'46	143	97	193	280	713	310	12	66	388	129	61	285	65	141	681	4	6		99	53	75	81	3	2	2105
	'41	282	200	259	565	1306	523	41	130	694	347	150	898	168	288	1851				89	88	156	180	31	3	4398
	'40	192	116	235	540	1083	502	66	138	706	358	56	897	196	221	1728				56	68	154	215	15	50	4075
	'39	94	86	223	432	835	490	69	118	677	270	42	661	158	139	1270				50	90	155	123	19	63	3282
New Hamp.	'51	392	247	966	1597	3202	2547	70	663	3280	1143	223	3656	853	1145	7020	242		271	424	577	220	679	198	113	16226
	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	267	48	47	477	658	240	742	210	130	19154
	'49	375	270	1083	1758	3486	2387	95	482	2964	1194	195	3131	844	1116	6480	195	32		389	499	300	563	146	108	15162
	'48	278	244	774	1116	2412	1334	83	342	1759	765	146	2109	578	765	4363	253	107		337	394	268	380	80	186	10539
	'47	283	263	829	1261	2636	1561	76	301	1938	714	147	2148	640	730	4379	177	121		348	476	215	314	118	68	10790
	'46	180	139	382	650	1351	788	14	102	904	381	63	949	319	378	2090	13	10		223	281	116	99	1	11	5099
	'41	314	241	693	1590	2838	2077	74	296	2447	1112	176	3277	915	1132	6612				352	224	337	334	119	7	13270
	'40	276	261	772	1687	2996	2137	89	331	2557	1263	75	3080	944	966	6328				390	195	367	330	139	75	13377
	'39	150	197	664	1321	2332	1794	70	249	2113	890	40	2226	721	715	4592				321	235	290	270	58	117	10328
New Jersey	'51	5966	4221	12936	18056	41179	27193	952	8963	37108	13887	4031	33468	10036	13126	74548	2514		2874	4076	4729	3111	6787	1262	1145	179333
	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	2945	352	662	4915	5248	3171	8978	1576	1150	210785
	'49	5389	3926	10686	17689	37690	21655	1221	5769	28645	15597	3571	30927	10059	15512	75666	1474	289		4944	3951	3821	6957	1371	1034	165842
	'48	4150	2900	8632	10903	26585	11345	1583	5666	18594	9024	2540	20434	6278	10543	48819	3601	1560		3873	3457	3143	4401	614	2298	116945
	'47	3218	2387	8223	9721	23549	13655	1236	4440	19331	10033	2416	18299	6936	9775	47459	1769	1656		2648	3298	2226	3141	700	808	106585
	'46	2635	1894	5770	6863	17162	8225	548	2365	11138	5454	1172	9844	3938	5804	26212	92	44		2141	2933	1905	1966	57	134	63784
	'41	6303	3623	9255	16977	36158	15862	915	2949	19726	12147	3007	25923	9457	14410	64944				2542	3043	3473	3958	708	32	134584
	'40	4625	3035	8101	16815	32576	14182	915	2465	17562	13872	1202	27030	8642	13243	63989				2490	2015	3600	3433	710	961	127336
	'39	2842	2198	6921	12560	24521	11890	732	2240	14862	9651	732	18681	6346	9370	44780				1841	2102	3339	2693	521	1390	96049
New Mexico	'51	573	340	895	1721	3529	2811	131	1101	4043	1875	309	3782	993	1375	8334	129		125	374	442	253	1026	186	71	18512
	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	254	37	34	449	584	301	1419	262	127	23289
	'49	549	235	881	1638	3303	3016	223	1046	4285	1631	246	3465	778	957	7077	204	84		592	591	400	799	123	113	17571
	'48	443	180	611	983	2217	1755	127	458	2340	696	135	2256	470	565	4122	549	289		311	331	189	353	56	140	10897
	'47	342	155	493	841	1831	1687	67	272	2026	646	103	2017	429	394	3579	315	251		232	282	97	274	65	17	8969
	'46	167	120	354	623	1264	980	32	223	1235	303	48	930	208	181	1670	17	10		138	175	75	90	2	9	4685
	'41	438	143	533	1029	2143	1995	76	448	2519	788	117	2829	610	546	4890				122	166	120	267	16	1	10244
	'40	298	108	525	1036	1967	1820	90	459	2369	674	37	3147	617	532	5007				173	124	121	230	16	32	10039
	'39	223	93	559	956	1831	1649	80	273	2002	591	20	2448	531	313	3903				140	80	100	206	7	46	8315
New York	'51	14286	13537	32220	42548	102591	59282	2360	18164	79806	36106	10488	76330	26366	29953	179243	5236		5124	7996	11728	6780	15264	2890	4062	420720
	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	8027	1246	1181	12063	14879	7823	20458	3947	5870	542195
	'49	12693	12141	29588	44592	99014	51662	2972	13248	67882	38229	10222	75644	28990	34601	187686	5401	1066		10612	11898	10574	16166	2669	2666	415634
	'48	10958	11272	25873	30315	78418	36091	3826	13073	52990	28361	8845	56260	20884	25131	139481	8994	4475		10412	10392	10984	12754	2060	7294	338254
	'47	9831	11537	25285	28065	74718	40350	3116	10599	54065	30784	8069	49258	22339	22483	132933	4456	4424		7480	11028	6547	9185	2288	1586	308710
	'46	8275	8434	16495	20519	53723	23875	1260	5306	30441	15922	3931	26468	11769	13686	71776	318	186		6507	9190	4853	5322	271	483	183070
	'41	16477	10641	22549	44284	93951	35100	1975	6034	43109	33545	9022	64678	25634	30992	163871				4817	5998	8869	8257	1625	1233	331730
	'40	11593	9973	20024	44513	96103	33062	2193	6553	41808	38784	3427	66629	23093	27488	159421				5612	4048	9684	7224	1630	5278	320808
	'39	7996	7348	20169	40206	75719	30702	2264	6542	39508	30192	2305	46018	18642	21394	118551				5093	4660	8311	6584	1265	4596	264287

* Includes Terraplane in '39.
† Includes Lafayette in '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 50)

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(Time-Tested, Time-Proven)

PORCELAINIZE superiority is officially established. Today more automobile factories have approved PORCELAINIZE than have ever approved any other method of automobile appearance maintenance.

Why? Because with 50 years of "know how" behind the product, PORCELAINIZE produces the deepest, clearest, richest lustre... it outlasts the average wax or polish job 3 or 4 times... it's easy to clean ...and it provides protected beauty against time and weather.

Proof of PORCELAINIZE superiority has been established by tens of thousands of New Car Dealers on millions of cars since 1935.

6 steps ahead.....

1. **Finest of materials. (Time-tested, time-proven.)**
2. **An exclusive new car dealer policy.**
3. **Complete specially designed equipment.**
4. **Dynamic, dominant national advertising.**
5. **National field force. (Blankets the nation.)**
6. **Complete dealer-designed merchandising program.**

FREEMAN & FREEMAN, Inc.
Denver 3, Colorado

PORCELAINIZE®

UNCHALLENGED IN MERIT • UNMATCHED IN POLICY
UNEQUALLED IN PROGRAM

(Continued from Page 48)

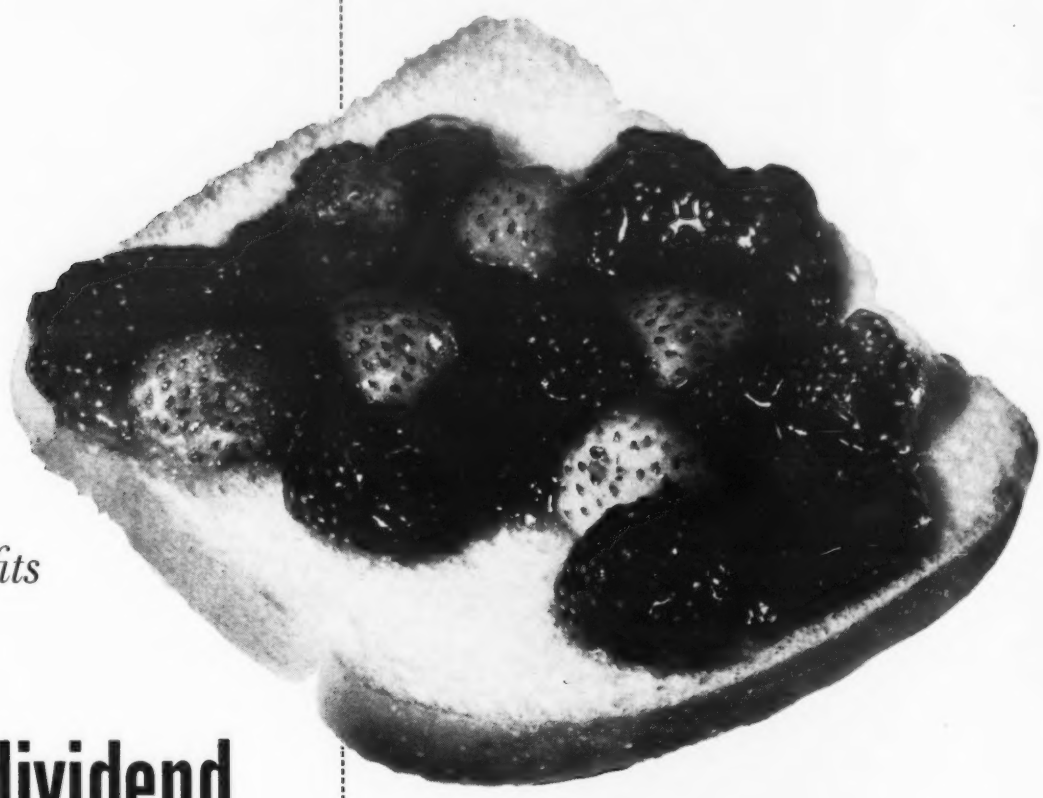
New Passenger Car Registrations by Makes in States From 1939 Through 1951

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
No. Carolina	'51	2080	1818	5210	9933	19041	19043	455	4794	24292	7831	1503	21930	4806	6874	42944	996		1796	1378	1978	1170	3894	383	467	98339
	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	1613	184	434	1638	2222	1194	4512	612	448	119477
	'49	1722	1487	4917	9546	17672	20021	861	4403	25285	6846	1174	20597	4560	5835	39012	907	268		2099	1787	1912	3556	681	335	93514
	'48	1231	1029	3142	5567	10969	10410	504	2241	13155	3861	771	13551	2458	3964	24605	1877	996		1899	1403	1061	2506	514	599	59584
	'47	1092	808	3142	4966	10008	11657	302	1706	13665	3259	664	12548	2584	3788	22843	1230	1050		1338	1319	668	1819	502	314	54756
	'46	670	592	1943	3466	6671	7468	140	1115	8723	1616	247	6452	1195	1976	11486	60	26		1240	997	434	873	65	73	30648
	'41	1781	808	2917	8141	13737	14811	326	1726	16863	4245	643	17154	3123	4968	30133				1228	580	797	1950	433	6	65727
	'40	1440	556	2854	6988	11838	12502	296	1402	14200	3402	206	16041	2552	3837	26038				1315	405	770	1610	379	205	56760
	'39	912	402	2390	5735	9439	10908	273	1179	12360	2452	103	13483	1923	2447	20408				1262	442	751	955	235	308	46160
No. Dakota	'51	775	566	1119	2858	5318	4481	88	974	5543	1606	270	5488	970	1409	9743	237		104	425	463	338	919	113	10	23213
	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	406	44	63	458	564	333	1124	127	28	27549
	'49	741	448	1081	2932	5202	4450	136	795	5381	1271	174	5420	801	1193	8859	479	173		613	649	462	982	80	25	22905
	'48	479	302	570	1870	3221	2456	59	410	2925	633	95	2907	467	676	4778	604	341		337	345	118	578		112	13359
	'47	464	175	466	1706	2811	2554	28	368	2950	565	58	2762	446	510	4341	312	362		219	278	95	410	87	29	11894
	'46	181	130	313	910	1534	1776	15	225	2046	225	18	1127	160	213	1743	3	3		178	265	57	194	8	15	6046
	'41	269	215	532	1731	2747	3557	40	345	3942	641	48	4074	493	550	5806				112	390	50	437	135	2	13621
	'40	180	144	456	1571	2351	3156	43	362	3561	613	7	4137	427	376	5560				145	199	63	387	75	17	12358
	'39	129	126	423	1140	1818	2966	54	322	3342	476	4	2885	373	253	3991				133	216	39	204	38	24	9805
Ohio	'51	9754	7369	20418	33318	70859	54008	1502	13338	68848	23700	6046	68195	16565	21683	136189	3733		3402	6327	7526	4253	12042	1615	812	315606
	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	5922	785	956	8424	9642	4910	15014	2102	764	388389
	'49	8661	6729	17222	33403	66015	47515	1920	10885	60320	24230	4582	69344	16937	19949	135042	4074	975		8271	8421	6284	10439	1878	1116	302830
	'48	6768	5602	13943	22151	48464	28204	1748	8477	38429	16574	3470	47317	11135	15462	93958	6448	3283		7267	6637	4303	7537	1681	2241	220248
	'47	6194	5134	14832	21416	47576	33311	1308	7546	42165	18281	3238	45083	12361	15417	94380	3401	3063		5628	6845	2862	6145	1973	1321	215359
	'46	4607	3922	9593	14720	32842	19625	587	3812	24024	9358	1425	24013	6369	8482	49647	227	123		5293	6263	2201	3311	471	287	124689
	'41	10115	7265	15632	34282	67294	36276	945	5231	42452	21773	3293	60070	15561	20802	121499				5461	6448	4031	7017	1611	221	256034
	'40	7284	5690	14295	34154	61423	32318	1085	4540	37943	19213	1280	57797	13708	17130	109128				6455	4407	4186	6770	1807	1320	233439
	'39	4370	4357	11866	24834	45427	27016	991	3799	31806	13538	787	34342	8987	10906	68560				4676	3934	3672	5917	1615	1919	167526
Oklahoma	'51	1505	1464	3350	7448	13767	13809	318	3506	17633	4931	1116	17453	3488	4357	31345	317		394	788	1579	578	2383	207	121	69112
	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	537	97	91	1213	2212	777	3132	350	65	90591
	'49	1526	1052	3274	6933	12785	12456	522	3303	16281	4508	897	16543	3102	4135	29185	434	178		1298	1609	1020	2145	402	226	65563
	'48	1317	804	2180	4441	8742	7535	351	1749	9635	2377	591	11657	1906	2757	19288	1230	733		1324	1235	785	1379	343	248	44942
	'47	1160	642	2102	3576	7480	7699	267	1193	9159	2329	463	10324	1783	2203	17102	776	646		855	1179	484	961	356	121	39119
	'46	673	517	1421	2844	5455	6144	151	876	7171	1180	242	5738	896	1142	9198	57	20		757	963	310	517	17	45	24510
	'41	1239	617	2142	3833	7931	11242	272	1111	12625	3012	509	13557	2581	3193	22852				574	652	493	1050	144	5	46226
	'40	894	523	2158	3972	7547	10724	306	1138	12168	2788	208	14466	2422	2937	22821				770	706	559	978	229	188	45966
	'39	634	417	2079	3581	6711	10542	359	1103	12004	2401	114	11220	1943	2307	17985				696	507	499	787	171	267	39627
Oregon	'51	1977	1374	2961	5183	11495	9054	302	3115	12471	4490	935	12357	3160	3658	24600	776		632	1380	2097	1011	2710	652	622	58446
	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	1298	192	205	1590	2376	956	3335	600	546	72261
	'49	1482	1422	3029	5584	11517	8335	435	2282	11052	4026	722	12554	2967	3328	23597	662	150		1627	1791	1254	2724	403	435	55212
	'48	1175	1074	2187	3515	7951	5190	353	1612	7155	2715	449	8265	1803	2366	15598	1391	913		1230	1165	1003	2444	226	579	39655
	'47	1039	933	2002	3029	7003	5868	247	1108	7223	2771	333	7159	1719	2218	14200	637	754		895	1121	476	1337	259	216	34121
	'46	756	671	1412	1569	4408	2513	74	447	3034	1315	149	3537	947	1258	7206	28	26		773	901	334	798	6	6	17520
	'41	2097	1303	2642	4411	10453	4838	216	748	5802	3667	395	10006	2376	3319	19763				854	1532	732	1984	420	18	41558
	'40	1203	1005	1966	4024	8198	4236	220	697	5153	2625	131	8909	1980	2891	18536				734	990	579	1475	505	188	34358
	'39	882	707	1717	2978	6284	3694	208	663	4565	1891	80	6095	1346	1608	11020				527	945	477	1100	290	366	25574
Pennsylvania	'51	11770	9647	24294	47562	93273	58117	1723	14706	74546	27617	5952	73210	19618	23140	149537	4499		4705	7338	10642	5715	13276	2513	1266	367310
	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	7644	1060	1218	9278	12948	6429	17570	2954	895	435035
	'49	10580	8778	20301	44654	84313	46052	2577	11406	60035	26716	5012	69019	19892	20948	141587	5123	1145		8246	9976	8266	14649	2153	953	336446
	'48	9438	7518	18669	30922	66547	28195	2164	9465	39824	18270	4011	49375	13572	16758	101986	6722	3145		8099	8939	7123	11795	1414	2170	257764
	'47	8025	6332	17877	27721	59955	30487	1417	7674	39578	18894	3604	41579	14464	15451	93992	3348	2662		5886	8337	4029	8735	1299	912	228733
	'46	6290	4824	12022	18524	41660	18291	699	3391	22381	10132	1699	23314	7823	8371	51339	271	140		5521	7523	3281	5287	125	167	137695
	'41	14520	8718	18484	42475	84197	34592	1259	4745	40596	23956	4376	61174	19283	22956	131745				5291	6817	7022	10890	2363	364	289285
	'40	10816	7655	16546	40228	75245	32813	1477	4627	38917	26134	1636	62461	17631	20189	128051				6046	4882	7629	9189	2146	1930	274035
	'39	6736	4901	12805	30137	54579	26717	1265	3688	31670	17821	1018	38904	12676	12758	83177				4882	4798	6055	7642	1121	2277	196201
Rhode Island	'51	805	620	1596	2589	5610	4140	119	1081	5340	1636	575	5008	1612	1505	10336	253		248	402	843	341	887	99	157	24516
	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	469	71	86	609	1041	409	1311	178	188	32884
	'49	738	599	1640	2926	5903	3152	197	881	4230	1906	518	4809	1986	1610	10829	295	66		583	762	434	1111	151	99	24463
	'48	618	483	1293	2088	4482	2051	199	734	2984	1428	355	3760	1336	1382	8261	438	211		681	985	324	1106	110	234	19816
	'47	516	395	1184	1936	4031	2135	167	553	2855	1552	369	3359	1497	1469	8246	309	216		475	920	263	683	171	92	18261
	'46	386	256	794	1261	2697	1281	84	334	1699	747	162	1626	702	762	3999	18	10		454	622	205	307	17	24	10052
	'41	821	470	1257	3254	5802	2531	115	445	3091	1822	444	4722	1904	1976	10868				426	650	519	717	239	25	22337
	'40	593	357	1035	2994	4979	2429	145	421	2995	1963	174	4432	1582	1449	9600				406	334	419	492	121	163	19509
	'39	418	273	936	2722	4349	2400	121	354	2875	1442	131	3170	1071	1111	6925				334	463	457	679	26	198	16306
So. Carolina	'51	863	902	2716	4856	9337	9513	248	2104	11865	3750	806	12072	2484	3234	22346	322		742	658	1105	548	1759	172	284	49138
	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	307	25	128	766	1282	446	1926	244	194	58073
	'49	809	704	2475	4471	8459	9997	342	1852	12191	3028	618	11545	2103	2443	19737	222	60		1037	1148	708	1450	308	223	45543
	'48	634	481	1566	2853	5534	6104	253	1058	7415	1813	366	7805	1299	1943	13226	661	226		926	730	411	973	243	254	30599
	'47	550	423	1498	2598	5069	6533	198	1016	7747	1598	291	7240	1238	1699	12066	539	362		788	731	312	693	214	184	28705
	'46	354	304	937	1782	3377	4212	83	587	4882	787	128	4001	597	829	6342	51	28		722	541	245	372	1	74	16635
	'41	866	451	1467	4237	7021	8608	168	963	9739	2270	297	9827	1710	2336	16440				864	253	508	677	103	6	35611
	'40	562	296	1405	3945	6208	7163	140	856	8159	1542	95	8886	1374	1511	13408				938	212	521	760	144	82	30432
	'39	362	228	1275	3179	5044	6432	122	613	7167	1248	52	7220	818	1063	10401				868	260	487	671	85	117	25100
So. Dakota	'51	646	460	1249	2486	4841	3883	121	1111	5115	1719	287	4882	1133	1349	9370	308		200	525	544	433	943	120	4	22403
	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	555	86	66	692	815	453	1096	118	25	28158
	'49	703	340	1198	2533	4774	3742	220	962	4924	1517	213	4589	1028	1290	8637	466	234		744	677	682	875	134	68	22215
	'48	482	227	753	1713	3175	1982	84	503	2569	829	103	3039	607	764	5342	1004	560		383	343	265	482	107	108	14338
	'47	443	158	675	1441	2717	1845	45	317	2207	590	66	2401	465	434	3956	389	438		216	307	99	316	133	30	10808
	'46	207	121	414	866	1608	1554	21	210	1785	306	26	1335	222	225	2114	28	9		221	258	72	167		19	6281
	'41	366	146	698	1350	2560	3007	44	325	3376	709	67	3721	670	452	5619				117	291	57	363	68		12451
	'40	247	168	688	1446	2549	3034	50	348	3422	742	16	3593	638	363	5352				147	239	73	377	92	35	12296
	'39	207	138	649	1352	2346	2717	50	274	3041	574	7	2967	540	294	4382				149	253	74	263	40	41	10589
Tennessee	'51	1518	1349	3908	8184	14959	13704	257	2500	16461	5494	959	17063	3030	4868	31414	499		572	1042	1466	762	3010	364	375	70924
	'50	1807	1676	5014	9527	18027	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	1003	158	173	1514	2156	865	4541	794	498	105144
	'49	1720	1324	4406	8808	16258	16213	535	2611	19359	4899	988	18964	3701	4766	33318	785	214		2039	1521	1135	2937	733	551	78850
	'48	1426	926	2997	6250	11599	11016	393	2149	13558	3388	694	14830	2421	3548	24881	1463	598		1982	1605	845	2295	473	842	60141
	'47	1570	908	3486	5847	11811	12727	321	2094	15142	3809	699	13710	2521	3447	24186	867	572		1379	1854	715	1911	657	638	59732
	'46	770	574	1822	4207	7373	7365	164	1098	8627	1517	265	6986	988	1309	11065	100	47		904	1239	412	776	36	110	30689
	'41	1483	850	3078	6590	12001	11720	231	1159	13110	3520	556	16892	2366	2843	26177				637	1103	784	1848	414	41	56115
	'40	1022	683	2843	5793	10341	10792	240	1085	12117	2753	191	15598	2049	2197	22788				746	611	915	1697	492	215	49922
	'39	572	495	2172	4375	7614	9055	229	723	10007	2199	92	10843	1596	1509	16239				494	567	709	1294	241	303	37468

* Includes Terraplane in '39.
† Includes Lafayette in '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 52)



K★F dealers'
bread and butter profits
topped with

$4,200,000 extra dividend

K★F dealers across the nation shared in a Bonus Pay-Off of $4,200,000. This profit-sweetening bonus is in addition to the regular discounts that have helped boost their net worth by over $23,000,000 in the past three years!

Not only broader opportunities, greater freedom and a friendlier spirit make the K-F franchise the most desirable in the industry — *the extra money helps, too!*

Eight important reasons why you should look into the K-F franchise!

1. A discount rate more generous than the industry average!

2. Protection against price decline and model design change!

3. A price range that starts with the new '52 Kaiser, hottest car on the road... and goes clear *into* the lowest price field with the new '52 Henry J... now, more than ever, the car for today!

4. Attractive retroactive cash rebates to fleet buyers, based on volume purchases. The only fleet plan of its kind in the industry!

5. Passenger cars and *only* passenger cars to sell... no by-products or specialized vehicles!

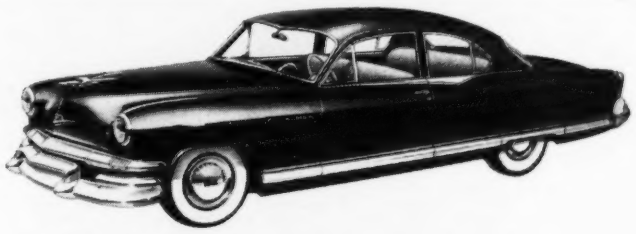
6. 100% reimbursement for retail labor on warranty work. Kaiser-Frazer values owner loyalty and good will — but doesn't forget the dealer!

7. A cash bonus on the Kaiser that's tops in the industry! The bonus starts with the first car you sell... pyramids with volume... and becomes retroactive to the first car!

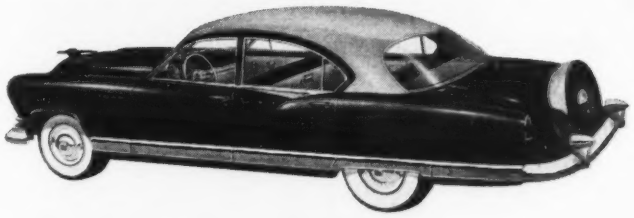
8. *A newly added cash bonus on the Henry J* that's tops in its field. This bonus also starts with the first car you sell... pyramids with volume... and becomes retroactive to the first car!

Take off the blinders... and take a good look at Kaiser-Frazer!

Write, wire or call Walter deMartini, Vice President in Charge of Sales, Kaiser-Frazer Sales Corp., Willow Run, Michigan.

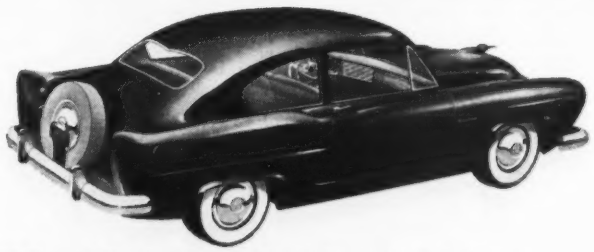


'52 Kaiser Manhattan, *new styling, new engineering, with the world's safest front seat... plus "hardtop" styling at sedan prices!*



'52 Kaiser Virginian, *the first car to combine European custom smartness with tested and proven American engineering!*

'52 Henry J Corsair, *the stylish economy car that's starting an entire new trend in America's smartest one-car and two-car families!*



'52 Henry J Vagabond, *the fashion leader that's styled for sports and built for the budget... delivering up to 30 miles to the gallon!*

(Continued from Page 50)

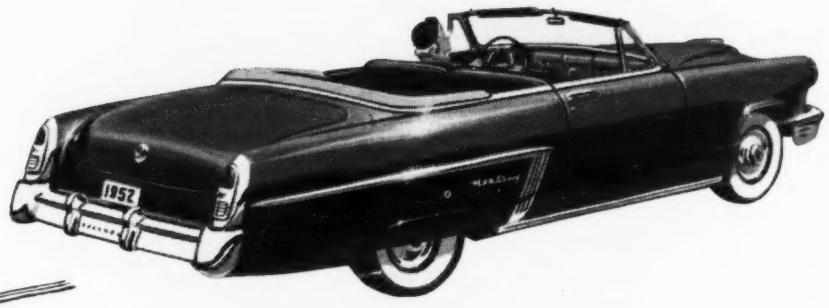
New Passenger Car Registrations by Makes in States From 1939 Through 1951

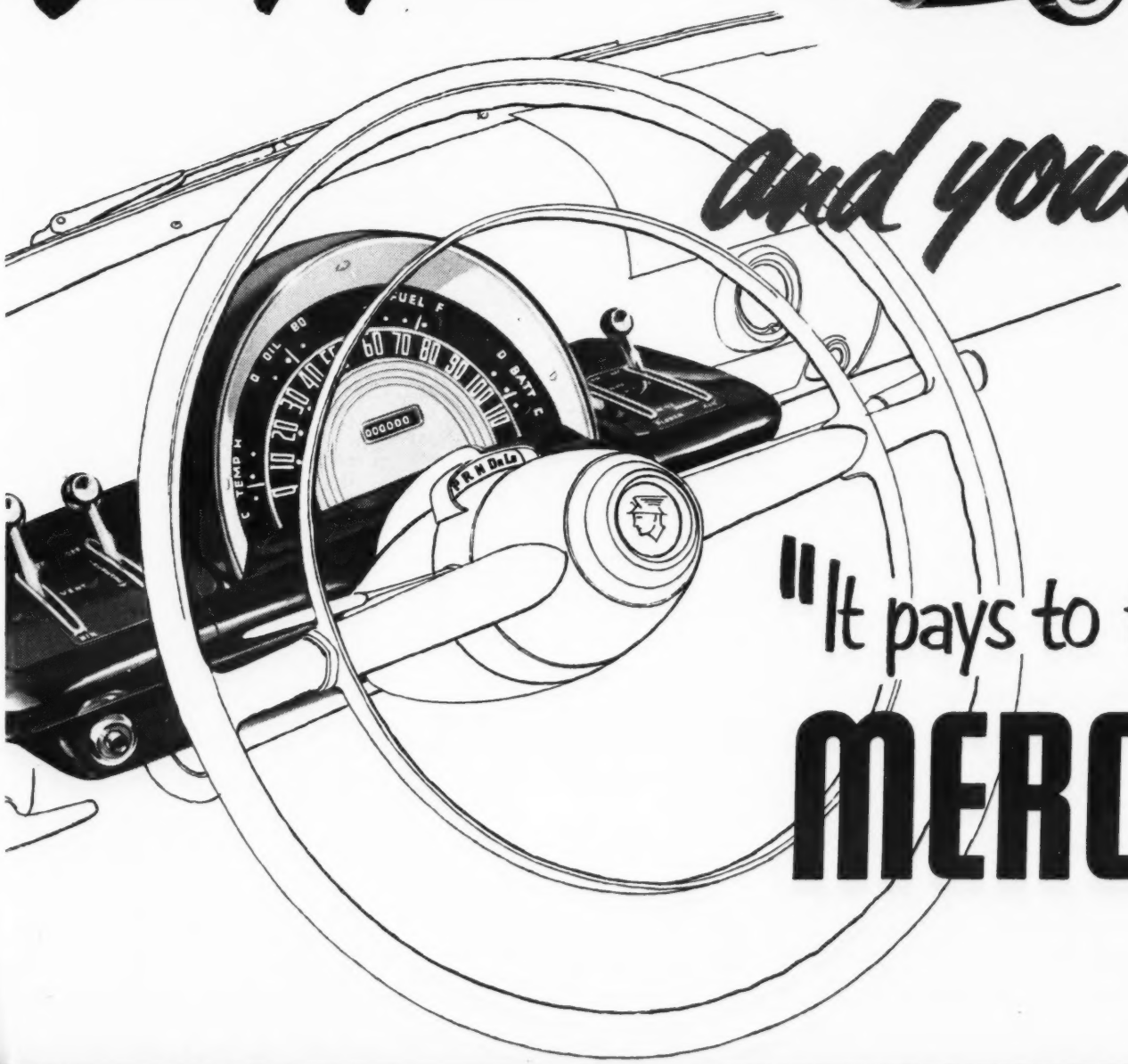
STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Texas	'51	7922	4908	15245	29403	57478	54524	1696	15938	72158	24653	5558	64714	15584	19995	130501	1730		1629	3284	5228	2913	12227	1114	673	288935
	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	3017	374	449	5075	7420	2982	16244	1612	757	366050
	'49	6500	3445	14698	25665	50308	45704	2822	12131	60657	17843	3734	55314	11620	13603	102114	2012	752		6076	5425	3666	9425	1794	1608	243837
	'48	5046	2739	9768	17885	35438	28160	1601	6424	36185	9919	2448	39127	7272	9214	67980	4605	2892		4925	4066	2758	5999	1057	2474	168379
	'47	4210	2030	8882	13692	28814	29722	1091	4610	35423	9456	1965	32449	6071	7160	57101	2331	1931		3423	3800	1647	3803	1138	369	139780
	'46	2550	1613	5742	10596	20501	21608	580	3062	25250	5215	888	18413	3520	4190	32226	155	98		2739	3378	1320	2188	84	130	88069
	'41	4974	2033	10073	17349	34429	40446	954	4362	45752	14258	2423	47649	9338	9409	83077				2071	1866	2190	4405	511	13	174314
	'40	3520	1728	9956	16750	31954	38759	1085	4186	44030	10936	985	44829	8322	6958	72030				2575	1566	2877	3810	567	647	160056
	'39	2441	1419	9050	14698	27608	34353	1038	2990	38381	8842	628	34572	6599	4980	55621				2333	1372	2235	3341	361	1061	132313
Utah	'51	631	490	1070	1740	3931	3666	113	1204	4983	1907	401	4386	1124	1653	9471	282		130	774	683	299	1162	137	71	21923
	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	479	84	57	1120	906	354	1479	146	77	27670
	'49	601	562	1088	2085	4336	3387	117	877	4441	1586	314	4056	967	1423	8346	355	103		1190	766	398	1198	122	111	21366
	'48	482	377	848	1304	3011	2076	125	598	2799	895	175	2509	554	950	5083	539	314		476	486	248	688	41	189	13874
	'47	432	292	794	1193	2711	2154	81	539	2774	942	153	2411	599	703	4838	211	194		338	499	173	410	101	29	12278
	'46	196	221	517	641	1575	1098	46	301	1445	416	61	1178	278	350	2283	7	4		281	333	114	227	5	6	6280
	'41	436	457	680	1386	2959	2092	73	325	2490	1152	164	2887	708	1053	5964				357	294	277	712	98	5	13156
	'40	315	368	854	1449	2986	1811	104	343	2258	832	63	3100	804	893	5692				358	193	300	758	88	56	12689
	'39	186	264	711	1172	2333	1923	93	233	2249	551	25	2172	548	469	3765				324	208	233	737	94	95	10038
Vermont	'51	300	201	604	1169	2274	1610	48	487	2145	883	151	2456	688	824	5002	200		199	188	505	207	413	248	76	11457
	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	261	33	41	232	447	233	583	261	107	13554
	'49	342	293	810	1398	2843	1629	60	297	1986	1135	174	2480	1031	913	5733	268	72		408	615	352	627	252	199	13355
	'48	260	208	596	863	1927	1094	60	281	1435	713	139	1601	480	693	3626	279	156		277	345	216	439	108	183	8991
	'47	226	147	557	769	1699	1184	47	186	1417	636	114	1518	523	729	3520	176	159		233	281	198	298	139	44	8164
	'46	145	129	343	477	1094	612	21	64	697	350	56	705	242	370	1723	18	7		196	176	146	93	10	7	4167
	'41	287	203	495	1237	2222	1489	62	206	1757	867	141	2321	760	1068	5157				243	182	317	263	58	5	10204
	'40	223	161	419	1099	1902	1254	55	201	1510	876	33	2079	685	775	4448				213	108	320	187	61	43	8792
	'39	140	122	386	791	1439	1159	49	127	1335	709	23	1307	506	465	3010				189	169	253	171	30	70	6666
Virginia	'51	2643	1753	5399	11981	21776	20141	513	4296	24950	7090	1518	23518	5132	6727	43985	1093		1668	2108	2143	1448	4371	411	730	104683
	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7179	8581	58044	1615	180	296	2805	2397	1617	5321	553	501	130886
	'49	2516	1856	5070	12234	21676	20137	807	3879	24823	6786	1201	23651	5386	6001	43025	1337	434		3029	2274	2092	4134	648	734	104106
	'48	1913	1435	3840	8013	15201	12844	605	2828	16277	4386	717	16256	3052	4443	28854	2153	1167		2220	1982	1315	2658	543	1145	73515
	'47	1760	1169	3900	7135	13964	14573	367	2136	17076	4396	675	14436	2979	3971	26457	1125	1104		1719	2057	870	1833	571	659	67435
	'46	924	745	1909	3969	7547	7609	162	956	8727	1811	239	6499	1214	1733	11496	48	29		1074	1268	497	733	47	107	31573
	'41	2125	1298	4233	10593	18249	15716	270	1496	17482	4632	700	19389	3457	4938	33116				1225	562	1128	1796	155	95	73808
	'40	1251	895	3122	8148	13416	12188	320	1271	13779	3880	176	16539	2478	3530	26603				1066	259	1049	1306	143	219	57840
	'39	731	651	2541	5762	9685	10435	244	979	11658	2608	82	11516	1530	2208	17944				672	202	795	788	148	280	42172
Washington	'51	2519	1768	3962	6740	14989	11645	283	2907	14835	5572	1091	14258	4140	4025	29086	1143		526	1460	2720	1027	3722	406	878	70792
	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	1510	215	252	1631	3251	990	4526	520	1007	91061
	'49	1975	1923	4364	7465	15727	12850	414	2166	15430	5518	1016	15958	4357	4336	31185	803	234		1703	2499	1502	4196	294	668	74241
	'48	1664	1473	3249	4911	11297	8095	478	2148	10721	4068	681	10409	2685	3179	21022	1323	968		1703	1828	1162	3168	229	688	54109
	'47	1327	1280	2795	4059	9461	9727	281	1604	11612	3881	591	8819	2689	3126	19106	740	822		1564	1634	643	1718	237	174	47711
	'46	879	866	1966	2103	5814	3948	129	836	4913	2000	216	4946	1444	1801	10407	80	39		1289	1457	510	978	49	29	25565
	'41	2276	1945	3882	6602	14705	7091	227	908	8226	5030	604	13314	3787	4170	26905				1891	2049	1270	2734	773	60	58613
	'40	1403	1314	3200	6050	11967	5515	234	817	6566	3889	203	11095	3062	3245	21494				1290	1002	1103	2305	539	231	46497
	'39	762	839	2729	4266	8596	4462	209	608	5279	2506	97	7804	2200	1943	14550				923	949	785	1706	180	348	33316
W. Virginia	'51	1312	692	2940	4861	9805	6988	181	1638	8807	2943	552	9122	1868	2762	17247	375		537	658	1146	723	1527	404	116	41345
	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	637	95	106	764	1214	554	1562	531	154	45807
	'49	1111	632	2234	4626	8603	5635	310	1298	7243	2593	423	8465	1709	2082	15272	406	148		804	1078	854	1314	456	115	36293
	'48	943	542	1582	2987	6054	3541	180	953	4674	1410	303	5559	1118	1288	9678	885	450		716	751	542	951	195	202	25098
	'47	785	431	1605	2809	5630	3872	105	579	4556	1402	276	4993	1133	1182	8986	454	398		656	749	357	732	196	168	22882
	'46	615	379	1068	1988	4050	2429	43	337	2809	712	120	2540	635	616	4623	38	22		548	654	229	384	20	55	13432
	'41	1319	725	1981	4997	9022	5391	131	585	6107	2181	341	8372	1725	2014	14633				699	594	609	1219	255	28	33166
	'40	1013	582	1932	4666	8193	4642	133	513	5288	2187	107	8599	1674	1632	14199				824	384	655	1158	271	130	31102
	'39	587	419	1311	3254	5571	4044	131	465	4640	1570	51	6031	1133	983	9768				547	368	352	1091	206	212	22755
Wisconsin	'51	3695	2670	7518	12839	26722	18107	440	4979	23526	10407	1930	24766	7408	7978	52489	1447		720	2727	6495	1632	5494	374	195	121821
	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	2547	371	321	3967	8422	1965	6434	511	209	151161
	'49	3241	2676	6998	12784	25699	18139	701	3713	22553	9379	1529	24906	7416	7502	50732	2096	641		3880	6799	2636	4903	491	415	120845
	'48	2640	2097	4909	8228	17874	10326	664	2874	13864	5855	1062	17141	4873	5123	34054	3450	1853		2501	5029	1587	2983	537	492	84224
	'47	2169	1698	4599	7288	15754	10532	368	2380	13280	5337	819	14321	4469	4313	29259	1182	1202		2093	4846	869	1978	522	131	71116
	'46	1360	1340	3312	4893	10905	7715	193	1546	9454	2854	370	8115	2631	2355	16325	74	43		1941	4087	616	1087	28	48	44608
	'41	2668	2164	4337	9449	18618	15018	350	2082	17450	7320	958	21406	6651	6551	42886				2192	5138	1464	2911	431	19	91109
	'40	1973	1744	4289	9976	17982	12734	405	2125	15264	6761	374	21235	5636	5499	39505				2439	3629	1404	2356	416	345	83340
	'39	1202	1066	3726	7252	13246	11273	371	1613	13257	4879	240	13880	3533	3424	25956				1699	3464	1196	2280	276	499	61873
Wyoming	'51	474	239	670	1302	2685	2013	81	594	2688	1254	281	2665	704	860	5764	93		46	346	341	206	445	214	9	12837
	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	175	50	22	484	531	257	628	216	14	17804
	'49	373	212	649	1173	2407	1975	138	547	2660	1057	191	2461	542	643	4894	178	60		557	385	274	475	123	10	12023
	'48	335	206	471	952	1964	1212	99	331	1642	672	115	1824	329	408	3348	372	251		268	247	180	377	74	43	8766
	'47	265	132	411	724	1532	1214	43	221	1478	502	70	1597	296	288	2753	205	231		212	203	86	225	97	27	7049
	'46	135	114	249	466	964	802	16	147	965	251	24	802	147	145	1369	14	10		155	153	63	123	11	7	3834
	'41	357	169	395	847	1768	1758	72	297	2127	738	68	2363	389	416	3974				192	159	105	307	68		8700
	'40	263	153	348	730	1494	1446	61	308	1815	656	15	2302	411	302	3686				221	124	103	258	40	34	7775
	'39	171	118	438	760	1487	1527	71	279	1877	563	8	1945	362	190	3068				189	163	114	196	31	49	7174
Dist. of Col.	'51	846	438	1849	4216	7349	3911	165	903	4979	1720	663	5504	1564	1753	11204	110		292	432	506	333	724	114	190	26233
	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	195	25	37	704	694	428	1005	121	218	33466
	'49	791	535	1858	3724	6908	4302	285	1166	5753	2214	654	5883	2028	1937	12716	116	51		891	700	708	1052	90	174	29209
	'48	725	463	2009	3493	6690	2944	209	831	3984	1707	615	5000	1277	1835	10434	425	182		761	629	725	957	99	384	25270
	'47	620	373	2088	2897	5978	3506	167	485	4158	1817	583	4547	1419	1851	10217	281	272		486	536	461	525	119	153	23186
	'46	435	300	1011	2039	3785	2334	90	268	2692	1056	263	2600	757	1078	5754	19	15		433	451	536	315	15	33	14048
	'41	1366	872	2069	3932	8239	4003	167	448	4618	2807	670	6548	2036	2751	14812				456	275	672	987	59	68	30186
	'40	928	642	1856	4229	7655	3658	211	445	4314	3134	282	7013	1502	2814	14745				610	197	534	864	40	211	29170
	'39	759	550	2178	4175	7662	4217	187	645	5049	2536	158	4528	1003	1957	10182				661	199	606	834	100	344	25637

* Includes Terraplane in '39.
† Includes Lafayette in '39.

—Figures compiled by R. L. Polk & Co.

Take a good look at the Most Challenging New Car of any year...





And you'll agree:

"It pays to travel with MERCURY!"

New Passenger Car Registrations by Makes and Months from 1940 Through 1951

MONTHS		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	Monthly Totals
January	'51	12573	9891	23471	39312	85247	78562	2810	22960	104332	37396	9441	114523	22469	37362	221191	5533		4550	9334	11228	7000	19422	2421	2508	472766
	'50	12090	8420	23684	43407	87601	70654	1868	17551	90073	28038	2737	84887	19592	27227	162481	2556	412		9159	7584	4146	14404	1820	1326	381562
	'49	9092	7675	19881	35485	72133	55191	3607	9271	68069	25837	6308	30172	13896	12719	88932	3354	2143		11137	7937	6122	9232	1776	2326	273161
	'48	8621	6946	20335	30311	66213	44896	1728	10110	56734	18073	4351	55090	12148	16428	106090	7410	5443		6596	8469	4152	10211	1886	1775	274978
	'47	6326	4938	13325	19073	43662	35442	1576	7627	44645	16158	3570	43506	13811	12609	89654	2402	1158		6646	8396	2871	7432	1324	873	209063
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10800	6132	16648	35209	68789	50789	1639	7060	59488	26261	5145	70939	19246	22315	143906				5384	5607	4494	7991	1488	411	297558
	'40	7374	5137	16514	32987	62012	42824	2008	6734	51566	23109	1144	65945	14141	16203	120541				5737	4335	5271	7147	1678	1929	260216
February	'51	11423	9230	25333	46030	92016	72056	2417	20694	95167	37237	8384	88810	23195	28150	185776	5379		4726	10025	9973	6134	17338	2182	2081	430797
	'50	8968	6636	17762	29006	62372	80801	2384	20417	103602	33101	3843	99270	26593	30573	193380	2407	395		8942	9213	4540	20866	1808	1465	408990
	'49	6897	5549	13496	22692	48634	52782	2733	9259	64774	25136	5509	41275	15924	14480	102324	2537	1556		10146	8124	5879	10613	1552	2079	258218
	'48	6188	4710	14480	21433	46811	42650	1238	9321	53209	20001	1801	53411	12484	18148	105845	6501	4555		6907	8227	3549	10367	1845	1965	249781
	'47	6313	4830	13466	22832	47441	38691	1706	8401	48798	16970	3419	38774	13061	14836	87060	2740	1417		7324	7070	3004	7082	1429	968	214333
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10404	6023	15176	34502	66105	54088	1544	6824	62456	24391	4685	73488	19604	23759	145927				5156	6594	4082	7530	1497	354	299701
	'40	7073	5076	14556	28923	55628	37742	1543	5610	44895	17749	878	55661	12508	14045	100841				5216	3582	4875	6569	1470	1540	224625
March	'51	15967	10212	29379	52175	107733	88497	2228	21521	112246	42969	8985	110166	29886	33468	225474	6423		6592	12124	11619	7088	18561	2494	2245	512599
	'50	5022	3637	10623	12921	32213	108157	2889	28898	139944	48768	7631	121764	34797	38788	251748	3521	474		12609	14549	6776	29942	2407	1702	495885
	'49	9399	8185	15679	28084	61347	69858	3433	13793	87084	29885	6647	71389	20733	25898	154552	3773	2068		13110	11136	8465	14389	2139	2521	360584
	'48	8997	6945	18599	29364	63905	42405	1133	8454	51992	24726	3665	66465	18377	23470	136703	7795	4657		10967	10490	5884	13434	2821	3002	311650
	'47	7779	5660	16762	28397	58598	45992	2122	9914	58028	19663	3996	50494	15696	17669	107518	3321	1771		9424	9892	3859	9107	1738	1458	264714
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	15522	9060	22561	50599	97742	66216	1840	8849	76905	35216	6253	106436	25838	34626	208369				7288	9446	6507	10500	2235	404	419396
	'40	9077	6348	19466	39683	74574	52950	1846	7837	62633	23859	984	79138	17905	20794	142680				7060	5295	6744	8916	2074	2395	312371
April	'51	15988	8584	25389	51577	101538	85184	2147	19722	107053	35979	8353	99181	28101	29543	201157	5116		5451	9179	11123	5721	16657	2192	2126	467313
	'50	2295	1625	4337	4919	13176	103499	3001	28645	135145	47487	7724	121188	32118	36918	245435	2914	1850		13754	18085	7726	29267	2279	1584	471215
	'49	10946	7784	14585	49473	82788	67212	3592	17248	88052	28666	7034	76637	20325	24672	157334	6009	1987		12595	12599	8553	16087	2525	2403	390932
	'48	12512	9600	24332	35598	82042	23864	1231	3910	29005	24823	6434	71184	19197	24187	145825	12152	7417		12069	12653	8103	13535	3143	4611	330555
	'47	8723	6988	19402	31610	66723	43838	2242	9734	55814	21570	4867	61569	16402	19551	123959	3449	2450		8720	11132	4291	9658	2419	1611	290226
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	19239	11666	27985	63571	122461	63009	2042	9133	74184	44167	7928	120879	33917	41187	248078				9808	10893	7723	12701	2319	293	488460
	'40	10822	7303	21827	46457	86409	56877	2105	8754	67736	28456	1248	89985	20297	22907	162893				8004	5924	7228	9879	2124	3043	353239
May	'51	16170	10355	26837	57105	110467	83330	2119	22302	107751	34465	8301	98001	25923	28515	195205	4356		4887	9010	11410	5504	17385	2227	2244	470446
	'50	4113	2794	7818	13891	28616	105198	3027	31030	139255	46958	7773	117626	31520	37429	241306	3704	2603		14147	20380	7614	25987	3103	1648	488363
	'49	10918	8734	19610	48909	88171	60454	4061	17281	81796	35824	7714	104542	25403	31178	204661	7683	1983		15095	12152	9367	19626	2941	2776	446251
	'48	9377	7011	17141	25908	59437	6056	2967	8257	17280	19043	5763	53896	14711	17861	111274	10822	7216		10784	11207	8464	12121	2485	4548	255638
	'47	8358	6424	18608	28663	62053	46942	2339	10232	59513	20131	4989	62282	16212	19288	122902	3364	3336		9274	9712	3652	9048	2341	1524	286719
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	21607	13611	29948	66290	131456	76854	2426	10807	90087	42311	8110	121411	33551	39889	245272				9963	11265	8650	14315	3074	396	514478
	'40	10345	7032	21251	46655	85283	55147	1879	8117	65143	27136	1239	87895	20400	23274	159944				7973	5196	6978	10199	2025	3007	345748
June	'51	14958	10506	27569	57198	110231	79557	1989	21175	102721	33015	7892	94921	23439	27762	187029	4141		4612	7940	11708	5150	16263	2503	2367	454665
	'50	14957	12085	29946	54316	111304	106562	3021	30153	139736	46261	8839	123388	31649	38616	248753	9575	2208		14072	19788	7131	26212	3447	1696	583922
	'49	11277	8994	23262	48984	92517	42420	2708	10808	55936	35798	7433	110078	25876	31858	211043	7896	1599		15103	12862	10064	20312	2902	2236	432470
	'48	4783	3877	9280	14941	32881	16527	3723	11053	31303	19961	5373	57567	14587	17430	114918	11239	7004		11686	10573	8007	13267	1541	4507	246926
	'47	7419	5549	16867	25658	55493	44735	2272	8454	55461	20352	4665	59661	14897	18201	117776	3337	5003		8670	8505	3526	8658	2049	1385	269863
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	17531	11254	24566	54600	107951	71586	2292	10045	83923	37569	7105	103324	27332	33168	208498				8232	10228	7734	13968	2638	298	443470
	'40	9477	6910	19413	45635	81435	50492	1522	7405	50419	24119	988	78951	18223	22341	144622				7361	4719	6352	10172	1827	2708	318615
July	'51	11921	9007	24313	48836	94077	66696	1710	18253	86659	30735	7622	85970	22167	27266	173760	3989		3877	6880	11710	5109	15614	2535	2123	406333
	'50	18134	14173	37182	61419	130908	99694	3306	28773	131773	48884	9301	126897	33153	39279	257514	13116	1677		15918	20251	7046	24528	4522	2673	609926
	'49	11175	8703	26833	45071	91782	70887	2589	16060	89536	31432	6621	106449	24931	30488	199921	6595	1191		12293	13551	9267	19617	2911	1813	448477
	'48	9785	7224	19163	31649	67821	39104	3987	13068	56159	18565	5169	51321	13734	16127	104916	10665	5407		10497	9735	7380	13231	754	4641	291206
	'47	7396	5632	16793	23120	52941	39479	2235	7694	49408	19935	4690	59676	15212	18390	117903	4137	5984		9038	7508	3807	8715	2298	1428	263167
	'46	7799	5813	15872	23621	53105	24893	652	4228	29773	11866	1592	30805	8647	10543	63453				7904	8233	1679	5684		54	172961
	'41	14874	9184	21213	45758	91029	65485	1962	8704	76151	33383	6970	95110	24624	28895	188982				6319	7563	5922	13051	2415	363	391795
	'40	9262	7215	19285	41682	77444	54791	2100	8045	64936	25304	941	77374	17199	21033	141851				5544	4937	6439	9375	2069	2651	315246
August	'51	11525	9565	26744	51042	98876	72897	2324	19956	95177	30139	8350	84627	21467	27506	172089	3960		3946	7095	13172	5126	20006	2166	2809	424422
	'50	20641	15631	43708	71740	151720	113067	3570	29371	146008	55466	12566	147369	37801	45786	298988	14507	1106		15435	18147	3836	26026	4668	3554	683995
	'49	12956	9869	29733	50911	103469	77660	3066	18189	98915	33668	6800	114034	26734	34264	215500	6216	1008		11480	13763	9857	13820	2825	1703	478556
	'48	10532	8192	20807	36149	75680	41589	2810	14684	59083	21804	6088	61509	16133	19310	124844	11645	3312		7795	10867	7262	11511	645	5144	317788
	'47	8604	6740	19720	27284	62348	42082	1564	6881	50527	19995	4612	53459	14285	16242	108593	5602	5571		8672	8201	4331	7521	2025	1475	264866
	'46	7940	5966	16048	24625	54579	37058	1524	6816	45398	14012	2154	38412	8375	11475	74428	2	1		6788	7575	3771	6578		57	199316
	'41	10349	7565	15968	23018	56900	52895	1099	5736	59730	17137	3277	57326	11854	15710	105304				4677	3677	4202	9623	2211	271	246595
	'40	6009	5611	14154	22039	47813	35168	1498	5495	42161	16604	619	55079	11246	11877	95425				5599	3558	6028	6268	1910	2269	211031
September	'51	11882	10340	28402	46387	97011	62099	2402	17963	82464	30623	7698	79583	22145	27998	168047	3635		3743	6660	14031	5558	20076	2177	2815	406217
	'50	16665	12482	37403	73034	139584	110211	2853	28030	141094	50180	12394	137662	34135	41654	276025	13286	475		9868	9722	3515	25791	3375	3020	625775
	'49	12081	9249	29011	50002	100343	72537	3036	16866	92439	37964	6882	108320	25130	30996	209292	4475	720		9640	9843	8735	19871	2801	1488	459647
	'48	8694	6506	16075	28518	59793	53654	2018	16794	72466	20787	5833	58834	15311	18765	119530	8961	3606		3851	4830	6012	11185	999	5106	296339
	'47	7802	6207	18702	27481	60192	44664	1345	5599	51608	22280	4938	43825	14720	14688	100451	5178	5333		6990	7710	4449	6007	1803	1574	251655
	'46	7230	5382	14620	25296	52528	37546	1242	7151	45939	18918	3008	43292	12605	14354	92177	3	4		8578	7231	4399	7912	22	69	219281
	'41	5770	4297	10806	20526	41399	22708	604	2498	25810	5927	1210	20236	4129	6521	38023				5238	2319	4860	5695	1395	554	125293
	'40	3069	3392	7144	19442	33047	13771	1040	2821	17632	20186	711	30805	9083	11805	72590				7156	2182	5342	6840	1386	1825	148000
October	'51	9982	8907	23580	35961	78430	61494	2275	16994	80763	28106	8459	77377	19396	24525	157863	3715		3591	7111	13557	5515	16902	2286	3429	373162
	'50	16997	12397	31340	67961	128695	113218	2700	25583	141501	41660	11288	128778	29418	36150	247294	9496	244	5330	4605	14605	7396	16055	2560	2592	580373
	'49	13492	10890	30564	51081	106027	81449	3243	19546	104238	33145	7050	103786	24871	30044	198896	3353	587		7911	11774	7831	21133	2320	1695	465765
	'48	6698	5693	13343	24229	49963	59775	3578	15551	78904	20930	6054	60259	15408	18367	121018	9621	2114		6853	2110	4645	11206	1295	3712	291442
	'47	8333	6640	19495	26354	60822	50233	2198	11830	64261	24509	2913	52596	15114	17342	112474	6643	6181		4601	8175	4503	9993	2256	1419	281428
	'46	6277	4810	13181	24212	48480	41871	1437	8846	52154	20049	3131	41516	13899	16988	95583	133	119		7234	8636	4579	7353	219	74	225180
	'41	5912	4450	10455	21052	41869	24670	969	3395	29034	10588	2728	40243	7832	12054	73445				4149	3398	6082	6194	1135	179	165485
	'40	6486	4820	10273	41517	63096	41761	1859	4759	48379	32283	3590	71689	18627	22576	148765				8044	2534	7046	10113	1418	1100	290495
November	'51	8904	8140	20483	30986	68513	56049	1977	16308	74334	26485	7057	68262	18097	22379	142280	3135		3011	5930	11548	4472	14779	1628	2469	332099
	'50	13288	10516	23029	52365	99198	72106	2351	22880	97337	34706	10293	103557	24914	29834	203304	4993	178	4491	5737	10394	5850	9030	1655	2026	444193
	'49	11515	9487	27509	47466	95977	68272	2936	17317	88525	27605	6376	90677	23159	27171	174988	2788	463		7059	11781	6931	17694	1992	1504	409702
	'48	9787	7848	21213	33242	72090	57847	4328	11887	74062	21092	5091	59153	9352	19622	114310	6411	3831		11581	7452	6758	11833	2030	2985	313230
	'47	9293	7381	20436	30677	67787	52071	2360	13320	67751	23595	6275	64275	16565	20656	131366	7047	5831		2494	7612	4673	8883	1804	1359	258934
	'46	6699	5282	14352	19667	46000	39208	1775	8852	49835	23500	4640	73366	18210	19807	139523	876	613		8437	9583	5240	6906	762	108	230424
	'41	5559	3864	10590	19875	39888	27023	1254	4388	32665	16748	3286	35160	11460	14661	81315				3895	3215	4773	5696	733	191	164747
	'40	11421	6997	17584	37621	73623	52810	1817	7840	62467	28758	5232	88195	21740	25143	169068				6227	4427	5813	8057	1783	970	301430
December	'51	8142	7906	17103	26040	59191	55888	1418	15491	72797	25136	6551	65621	17187	23347	137842	2796		2494	5559	8956	4622	12511	1238	2078	310084
	'50	18130	14627	33262	62388	128407	82951	3348	26886	113185	54298	7436	108013	36829	38274	244850	262	5757	4518	9973	13004	7579	20121	2282	2321	552259
	'49	10768	8192	23367	49757	92084	88044	2687	20991	111722	27465	6506	74107	22369	27265	157712	3316	522		12338	9806	6700	17066	1892	1421	414579
	'48	9341	7902	19155	35832	72230	58521	3897	14423	76841	14957	3757	60920	14089	19224	112947	5145	3432		9912	7543	7627	11219	1964	2446	311419
	'47	7525	5977	15976	21609	51087	48477	2122	11512	62111	20957	4445	50592	14103	16939	107036	8351	7123		1491	8895	4909	10019	1914	1654	312263
	'46	6191	4693	12992	19534	43410	38323	1662	8997	48982	20481	3965	46814	15316	18682	105258	2487	1136		7962	11087	5469	8457	1326	98	274735
	'41	5458	3898	9647	17187	36190	26690	1098	4435	32223	14917	3545	35794	10980	13338	78574				3152	3619	4624	7067	962	153	174188
	'40	9702	6102	15785	37452	69041	48412	1787	6996	57195	27951	4391	72011	19887	23817	148057				6058	6164	5678	8747	1645	483	334073

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New Passenger Car Sales by Makes in

Standing	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connec-ticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 4820	Chev. 3656	Chev. 2456	Chev. 26521	Chev. 5008	Chev. 13910	Chev. 76330	Chev. 33468	Chev. 73210	Chev. 3392	Chev. 17764	Chev. 5504	Chev. 23518	Chev. 9122	Chev. 12072	Chev. 21930	Chev. 22074	Chev. 18475	Chev. 68195	Chev. 67813	Chev. 33686	Chev. 76644	Chev. 24766	Chev. 15088	Chev. 17063	Chev. 15570	Chev. 10445
2	Ford 3481	Ford 2547	Ford 1610	Ford 21025	Ford 4140	Ford 10588	Ford 59282	Ford 27193	Ford 58117	Ford 2827	Ford 13563	Plym. 4216	Ford 20141	Ford 6988	Ford 9513	Ford 19043	Ford 18125	Ford 15303	Ford 54008	Ford 53582	Ford 26908	Ford 72768	Ford 18107	Ford 12458	Ford 13704	Ford 12831	Ford 7854
3	Plym. 2627	Plym. 1597	Plym. 1169	Plym. 16312	Plym. 2589	Plym. 7357	Plym. 42548	Plym. 18056	Plym. 47562	Plym. 1375	Plym. 9039	Ford 3911	Plym. 11981	Plym. 4861	Plym. 4856	Plym. 9933	Plym. 9060	Plym. 9928	Plym. 33318	Plym. 42139	Plym. 16867	Plym. 32644	Plym. 12839	Plym. 6521	Plym. 8184	Plym. 6903	Plym. 4896
4	Buick 1709	Pont. 1145	Buick 883	Buick 10278	Buick 1636	Buick 5538	Buick 36106	Buick 13887	Buick 27617	Buick 1152	Buick 5026	Dodge 1849	Buick 7090	Buick 2943	Buick 3750	Buick 7831	Buick 7609	Buick 7182	Buick 23700	Buick 29107	Buick 11541	Buick 26719	Buick 10407	Buick 4358	Buick 5494	Buick 4615	Buick 3439
5	Pont. 1433	Buick 1143	Pont. 824	Olds. 9837	Olds. 1612	Dodge 4934	Dodge 32220	Pont. 13126	Dodge 24294	Pont. 1102	Pont. 4737	Pont. 1753	Pont. 6727	Dodge 2940	Pont. 3234	Pont. 6874	Pont. 7398	Pont. 6023	Pont. 21683	Dodge 22464	Stud. 11414	Pont. 25747	Pont. 7973	Pont. 4242	Pont. 4868	Pont. 4291	Pont. 2785
6	Dodge 1410	Dodge 966	Olds. 688	Pont. 9340	Dodge 1596	Pont. 4684	Pont. 29953	Dodge 12936	Pont. 23140	Olds. 888	Dodge 4559	Buick 1720	Dodge 5399	Pont. 2762	Dodge 2716	Dodge 5210	Merc. 5114	Merc. 5558	Dodge 20418	Pont. 21971	Pont. 10479	Olds. 18630	Dodge 7518	Dodge 3536	Dodge 3908	Dodge 3301	Dodge 2000
7	Olds. 1260	Olds. 853	Dodge 604	Dodge 8716	Pont. 1505	Olds. 4497	Olds. 26366	Olds. 10036	Olds. 19618	Dodge 878	Olds. 3923	Olds. 1564	Olds. 5132	Olds. 1868	Olds. 2484	Olds. 4806	Dodge 4728	Dodge 5339	Olds. 16565	Olds. 19200	Dodge 8386	Dodge 17626	Olds. 7408	Olds. 3198	Olds. 3030	Merc. 3150	Stud. 1990
8	Merc. 995	Stud. 679	Nash 505	Merc. 6024	Merc. 1081	Merc. 3584	Merc. 18164	Merc. 8963	Merc. 14706	Stud. 874	Merc. 3252	Merc. 903	Stud. 4371	Merc. 1638	Merc. 2104	Merc. 4794	Olds. 4347	Olds. 4788	Merc. 13338	Merc. 15852	Olds. 8025	Merc. 14891	Nash 6495	Stud. 2760	Stud. 3010	Olds. 3000	Merc. 1917
9	Stud. 839	Merc. 663	Merc. 487	Stud. 5443	Stud. 887	Stud. 3249	Stud. 15264	Stud. 6787	Stud. 13276	Merc. 608	Stud. 2955	Chry. 846	Merc. 4296	Stud. 1527	Stud. 1759	Stud. 3894	Stud. 3769	Stud. 3179	Stud. 12042	Stud. 13128	Merc. 5865	Stud. 9270	Stud. 5494	Merc. 2343	Merc. 2500	Stud. 2669	Olds. 1842
10	Nash 628	Nash 577	Stud. 413	Nash 4358	Nash 843	Chry. 2387	Chry. 14286	Chry. 5966	Chry. 11770	Nash 348	Chry. 2336	Stud. 724	Chry. 2643	Chry. 1312	Nash 1105	Chry. 2080	Chry. 1902	Chry. 2837	Chry. 9754	Nash 11197	Nash 5211	Nash 8264	Merc. 4979	Nash 1821	Chry. 1518	Chry. 1399	Chry. 1146
11	Chry. 591	Hud. 424	Chry. 300	Chry. 4159	Chry. 805	Nash 2113	DeSot. 13537	Nash 4729	Nash 10642	Chry. 325	Nash 2232	Cad. 663	Nash 2143	Nash 1146	DeSot. 902	Nash 1978	Nash 1503	Cad. 2241	Nash 7526	Hud. 10805	Chry. 4219	Chry. 7836	Chry. 3695	Chry. 1595	Nash 1466	Nash 1364	DeSot. 679
12	DeSot. 524	Chry. 392	W-O 248	DeSot. 3964	DeSot. 620	Cad. 1697	Nash 11728	DeSot. 4221	DeSot. 9647	Cad. 286	Hud. 1844	Nash 506	Hud. 2108	Pack. 723	Chry. 863	DeSot. 1818	Cad. 1407	Nash 2150	DeSot. 7369	Chry. 10411	Hud. 3596	Cad. 7545	Hud. 2727	DeSot. 1015	DeSot. 1349	DeSot. 958	Nash 668
13	Hud. 442	Hen. J 271	Pack. 207	Hud. 2605	Cad. 575	DeSot. 1669	Cad. 10488	Hud. 4076	Hud. 7338	Hud. 242	DeSot. 1552	DeSot. 438	DeSot. 1753	DeSot. 692	Cad. 806	Hen. J 1796	Hen. J 1252	Hen. J 1976	Hud. 6327	DeSot. 8386	DeSot. 3528	DeSot. 6248	DeSot. 2670	Cad. 822	Hud. 1042	Hen. J 930	Cad. 627
14	Hen. J 373	DeSot. 247	DeSot. 201	Cad. 2536	Hud. 402	Hud. 1612	Hud. 7996	Cad. 4031	Cad. 5952	DeSot. 227	Hen. J 1398	Hud. 432	Hen. J 1668	Hud. 658	Hen. J 742	Cad. 1503	DeSot. 1185	DeSot. 1676	Cad. 6046	Cad. 7505	Cad. 2538	Hud. 5885	Cad. 1930	Hud. 761	Cad. 959	Cad. 789	Hen.J 538
15	Cad. 357	Kais. 242	Kais. 200	Pack. 1612	Pack. 341	Hen. J 1321	Pack. 6780	Pack. 3111	Pack. 5715	Hen. J 180	Pack. 1101	Pack. 333	Cad. 1518	Cad. 552	Hud. 658	Hud. 1378	Hud. 1087	Pack. 1420	Pack. 4253	Pack. 5329	Pack. 1931	Pack. 3560	Pack. 1632	Pack. 672	Pack. 762	Hud. 743	Pack. 400
16	Kais. 291	Cad. 223	Hen. J 199	Hen. J 1246	Kais. 253	Pack. 1241	Kais. 5236	Hen. J 2874	Hen. J 4705	Pack. 174	Cad. 995	Hen. J 292	Pack. 1448	Hen. J 537	Pack. 548	Pack. 1170	Pack. 993	Hud. 1369	Kais. 3733	Kais. 3989	Kais. 1882	Kais. 3483	Kais. 1447	Hen. J 538	Hen. J 572	Pack. 578	Hud. 366
17	Pack. 245	Pack. 220	Hud. 188	Kais. 1131	Hen. J 248	Kais. 988	Hen. J 5124	Kais. 2514	Kais. 4499	Kais. 156	Kais. 673	Linc. 165	Kais. 1093	W-O 404	Kais. 322	Kais. 996	Kais. 821	W-O 1031	Hen. J 3402	Hen. J 2352	Hen. J 1709	Hen. J 3171	Hen. J 720	Kais. 458	Kais. 499	Kais. 464	Kais. 364
18	W-O 206	W-O 198	Cad. 151	Linc. 732	Linc. 119	W-O 540	W-O 2890	W-O 1262	W-O 2513	Linc. 104	Linc. 441	W-O 114	Linc. 513	Kais. 375	Linc. 248	Linc. 455	Linc. 621	Kais. 854	W-O 1615	Linc. 1863	Linc. 730	Linc. 1616	Linc. 440	W-O 349	W-O 364	W-O 357	Linc. 184
19	Linc. 127	Linc. 70	Linc. 48	W-O 726	W-O 99	Linc. 437	Linc. 2360	Linc. 952	Linc. 1723	W-O 56	W-O 339	Kais. 110	W-O 411	Linc. 181	W-O 172	W-O 383	W-O 434	Linc. 772	Linc. 1502	W-O 878	W-O 617	W-O 686	W-O 374	Linc. 184	Linc. 257	Linc. 340	W-O 179
20	Cros. 43	Aust. 22	Cros. 40	Aust. 226	Aust. 27	Aust. 171	Aust. 923	Aust. 262	Cros. 337	Cros. 27	Cros. 69	Aust. 34	Cros. 116	Cros. 84	Cros. 69	Cros. 152	Cros. 121	Cros. 491	Cros. 428	Cros. 284	Cros. 193	Cros. 123	Cros. 59	Cros. 55	Cros. 170	Cros. 70	Cros. 38
21	Aust. 8	Cros. 17	Aust. 12	Cros. 220	Cros. 25	Cros. 90	Cros. 383	Cros. 169	Aust. 154	Aust. 10	Aust. 48	Cros. 10	Aust. 81	Aust. 5	Aust. 12	Aust. 44	Aust. 18	Aust. 84	Aust. 26	Aust. 14	Aust. 24	Aust. 23	Aust. 1	Aust. 0	Aust. 40	Aust. 15	Aust. 3

New Passenger Car Sales by Months in

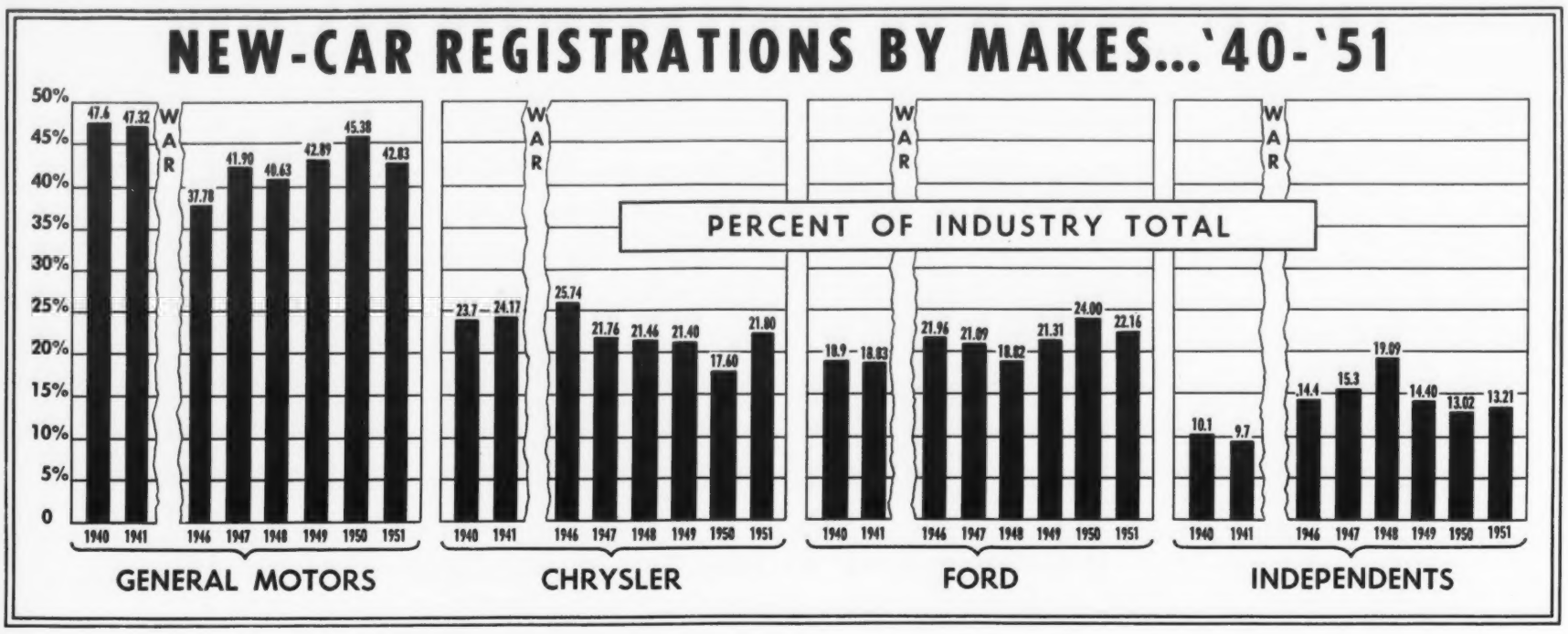
MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Columbia	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	6829	2592	12156	1523	2703	863	15131	38683	27427	1746	2914	8369	12386	7245	10929	5645	10484	4059	26359	13708	33154	32369	9919	6008	5903	4276	8296
February	4838	1736	11383	1888	2320	813	12394	30830	29962	1228	1968	7951	8313	6528	7310	4218	9900	3225	30068	12692	29681	29042	9593	4626	5163	3440	5174
March	8383	2579	14768	1784	1871	988	20199	44078	35990	1653	2743	9179	8871	7783	10127	4841	7901	4274	31912	18806	40029	36979	12623	6300	6504	3895	10020
April	6857	2178	14508	2161	2668	1182	18169	45195	26524	1448	2902	8788	6629	7447	8639	4334	9644	3950	39865	17935	32029	27606	11322	5465	5430	3568	5075
May	6966	2198	13555	880	2544	1719	17771	41311	38592	1478	2300	7666	7730	6750	8778	4131	9582	3485	36219	13981	32907	28149	11474	5574	5178	3796	4938
June	6846	1867	11945	1390	2248	904	16209	40582	36514	1329	2147	7476	11670	6628	7178	4885	9744	3935	29849	11854	31259	28048	11213	5546	5602	3459	6098
July	6087	1851	11373	1185	1860	811	13710	31737	31848	1179	1791	6751	6671	6646	7792	3532	8417	3859	29801	12445	29491	25505	11066	5038	5522	3273	5090
August	6531	1334	12513	1327	2065	815	16350	35732	37010	1349	2247	7302	7696	6081	8014	3674	9217	3324	26090	10719	27974	26043	11333	5509	5098	3522	5917
September	5282	1659	10577	1244	1810	868	14742	33452	28837	1058	2533	8647	6880	6930	8178	3456	8087	2968	30776	13431	25394	23558	8417	3949	5483	3339	6301
October	5605	2020	9638	1097	1475	1137	11987	28768	26163	1011	1782	7762	6342	6597	7875	3454	8006	3114	29884	12717	23221	22174	9676	5884	4293	3318	4584
November	4736	1444	8641	726	1509	645	11670	25470	25276	1005	1526	6691	5092	5273	6457	3004	7403	2802	21593	12521	18680	19288	8007	6229	3832	3348	4832
December	4286	1009	6586	1021	1443	712	11001	24882	23167	793	1380	7521	5574	4165	7062	3964	6298	2350	18430	8637	19960	16845	7178	4292	4824	3152	4599
TOTAL	73246	22467	137643	16226	24516	11457	179333	420720	367310	15277	26233	94103	93854	78073	98339	49138	104683	41345	350846	159446	343779	315606	121821	64420	62832	42386	70924
PERCENT	1.45	0.44	2.72	0.32	0.48	0.23	3.54	8.31	7.26	0.30	0.52	1.86	1.85	1.54	1.94	0.98	2.07	0.82	6.93	3.15	6.79	6.24	2.41	1.27	1.24	0.84	1.40

States and Geographical Divisions in 1951

Standing	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 24472	Chev. 21943	Chev. 33588	Chev. 5488	Chev. 4882	Chev. 12260	Chev. 16723	Chev. 8761	Chev. 14489	Chev. 17453	Chev. 64714	Chev. 5439	Chev. 4492	Chev. 2665	Chev. 8513	Chev. 3782	Chev. 4964	Chev. 4386	Chev. 1152	Chev. 14258	Chev. 12357	Chev. 77761
2	Ford 20249	Ford 17378	Ford 25036	Ford 4481	Ford 3883	Ford 10120	Ford 13495	Ford 6829	Ford 11900	Ford 13809	Ford 54524	Ford 4192	Ford 3495	Ford 2013	Ford 6930	Ford 2811	Ford 3832	Ford 3666	Ford 844	Ford 11645	Ford 9054	Ford 62506
3	Plym. 13134	Plym. 10640	Plym. 17723	Plym. 2858	Plym. 2486	Plym. 6173	Plym. 7761	Plym. 4795	Plym. 6496	Plym. 7448	Plym. 29403	Plym. 2346	Buick 2071	Plym. 1302	Plym. 4331	Buick 1875	Plym. 1910	Buick 1907	Plym. 612	Plym. 6740	Plym. 5183	Plym. 36465
4	Buick 8149	Buick 6986	Buick 9370	Buick 1606	Buick 1719	Buick 4762	Buick 5968	Buick 2538	Pont. 4054	Buick 4931	Buick 24650	Buick 1903	Plym. 1995	Buick 1254	Buick 4086	Plym. 1721	Buick 1852	Plym. 1740	Buick 489	Buick 5572	Buick 4490	Buick 29801
5	Pont. 7197	Pont. 6132	Pont. 8326	Pont. 1409	Pont. 1349	Pont. 3932	Pont. 4876	Pont. 2330	Buick 3826	Pont. 4357	Pont. 19995	Pont. 1547	Pont. 1551	Pont. 860	Pont. 2737	Pont. 1375	Pont. 1325	Pont. 1653	Pont. 476	Olds. 4140	Pont. 3658	Pont. 24853
6	Dodge 6597	Dodge 5743	Dodge 7074	Dodge 1119	Dodge 1249	Merc. 2764	Dodge 4244	Dodge 2011	Dodge 2876	Merc. 3506	Merc. 15938	Olds. 1496	Stud. 1466	Olds. 704	Dodge 2365	Merc. 1101	Stud. 1195	Merc. 1204	Olds. 359	Pont. 4025	Olds. 3160	Olds. 22725
7	Olds. 5408	Olds. 4836	Merc. 6893	Merc. 974	Olds. 1133	Olds. 2654	Merc. 3735	Merc. 1709	Stud. 2827	Olds. 3488	Olds. 15584	Dodge 1354	Dodge 1262	Dodge 670	Olds. 2344	Stud. 1026	Olds. 1127	Stud. 1162	Merc. 346	Dodge 3962	Merc. 3115	Merc. 22212
8	Merc. 4924	Merc. 4410	Olds. 6503	Olds. 970	Merc. 1111	Dodge 2601	Olds. 3711	Olds. 1691	Olds. 2686	Dodge 3350	Dodge 15245	Merc. 1142	Olds. 1171	Merc. 594	Merc. 2295	Olds. 993	Merc. 1117	Olds. 1124	Dodge 336	Stud. 3722	Dodge 2961	Dodge 20111
9	Stud. 4778	Stud. 3920	Nash 5543	Stud. 919	Stud. 943	Stud. 2306	Stud. 3069	Stud. 1597	Merc. 2410	Stud. 2383	Stud. 12227	Stud. 1131	Merc. 1155	Chry. 474	Stud. 1630	Dodge 895	Dodge 1057	Dodge 1070	Stud. 319	Merc. 2907	Stud. 2710	Stud. 19474
10	Chry. 3705	Chry. 2868	Stud. 4599	Chry. 775	Chry. 646	Chry. 1822	Nash 2740	Nash 859	Chry. 1473	Nash 1579	Chry. 7922	Chry. 787	Nash 887	Stud. 445	Chry. 1593	Chry. 573	Nash 670	Hud. 774	Chry. 295	Nash 2720	Nash 2097	Chry. 14507
11	Nash 2755	Nash 2823	Chry. 3786	DeSot. 566	Nash 544	Nash 1187	Chry. 2096	DeSot. 834	DeSot. 1289	Chry. 1505	Cad. 5558	Hud. 778	Hud. 689	Hud. 346	Hud. 1342	Nash 442	Chry. 644	Nash 683	Pack. 188	Chry. 2519	Chry. 1977	Nash 12446
12	DeSot. 2643	DeSot. 1829	DeSot. 3307	Nash 463	Hud. 525	Hud. 995	Hud. 1694	Chry. 802	Nash 916	DeSot. 1464	Nash 5228	Nash 483	Chry. 662	Nash 341	Nash 1287	Hud. 374	Hud. 513	Chry. 631	Cad. 187	DeSot. 1768	Hud. 1380	Cad. 11309
13	Hud. 2017	Hud. 1449	Cad. 2162	Hud. 425	DeSot. 460	Cad. 952	DeSot. 1383	Hud. 526	Cad. 900	Cad. 1116	DeSot. 4908	DeSot. 458	DeSot. 440	Cad. 281	Cad. 802	DeSot. 340	Cad. 363	DeSot. 490	Hud. 157	Hud. 1460	DeSot. 1374	DeSot. 9609
14	Cad. 1668	Cad. 1315	Hud. 1621	Pack. 338	Pack. 433	DeSot. 895	Cad. 1105	Cad. 508	Pack. 662	Hud. 788	Hud. 3284	Cad. 444	Cad. 388	DeSot. 239	DeSot. 793	Cad. 309	DeSot. 344	Cad. 401	DeSot. 135	Kais. 1143	Pack. 1011	Hud. 8040
15	Pack. 1597	Kais. 1141	Pack. 1532	Cad. 270	Kais. 308	Pack. 707	Kais. 1006	Hen. J 505	Hen. J 626	Pack. 578	Pack. 2913	Pack. 359	Kais. 371	W-O 214	Pack. 622	Pack. 253	Pack. 277	Pack. 299	Nash 96	Cad. 1091	Cad. 935	Pack. 4873
16	Kais. 1503	Pack. 1035	Kais. 1105	Kais. 237	Cad. 287	Kais. 512	Pack. 916	Kais. 429	Kais. 613	Hen. J 394	Kais. 1730	W-O 313	Pack. 360	Pack. 206	W-O 352	W-O 186	Kais. 199	Kais. 282	W-O 58	Pack. 1027	Kais. 776	Kais. 2715
17	Hen. J 730	Hen. J 538	Hen. J 931	W-O 113	Hen. J 200	Hen. J 267	Hen. J 786	Pack. 314	Hud. 559	Linc. 318	Linc. 1696	Kais. 242	W-O 315	Kais. 93	Kais. 326	Linc. 131	Hen. J 183	W-O 137	Linc. 43	Hen. J 526	W-O 652	Linc. 2340
18	Linc. 470	Linc. 362	Linc. 605	Hen. J 104	Linc. 121	Linc. 263	Linc. 361	W-O 298	W-O 275	Kais. 317	Hen. J 1629	Hen. J 166	Hen. J 184	Linc. 81	Linc. 325	Kais. 129	Linc. 121	Hen. J 130	Kais. 36	W-O 406	Hen. J 632	Hen. J 2223
19	W-O 312	W-O 222	W-O 468	Linc. 88	W-O 120	W-O 262	W-O 259	Linc. 143	Linc. 200	W-O 207	W-O 1114	Linc. 130	Linc. 136	Hen. J 46	Hen. J 286	Hen. J 125	W-O 112	Linc. 113	Hen. J 27	Linc. 283	Linc. 302	W-O 2209
20	Cros. 36	Cros. 44	Cros. 94	Cros. 9	Cros. 1	Cros. 49	Cros. 78	Cros. 33	Cros. 71	Cros. 52	Cros. 257	Cros. 18	Aust. 10	Cros. 1	Cros. 105	Cros. 47	Cros. 53	Cros. 24	Cros. 9	Aust. 241	Aust. 167	Aust. 986
21	Aust. 10	Aust. 0	Aust. 5	Aust. 0	Aust. 0	Aust. 1	Aust. 2	Aust. 2	Aust. 1	Aust. 1	Aust. 50	Aust. 3	Cros. 8	Aust. 0	Aust. 0	Aust. 7	Aust. 24	Aust. 3	Aust. 1	Cros. 114	Cros. 56	Cros. 262

States and Geographical Divisions, 1951

MONTH	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			TOTAL ALL STATES
	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	
January	8320	4698	10369	12441	5192	2242	2181	4018	3864	4417	39698	1910	4303	2121	1625	558	2479	2222	1393	37763	2674	6602	472766
February	8253	5645	12639	11890	4961	1851	2250	4088	6144	6513	24835	1503	3555	2152	1918	573	1721	1961	1253	38252	5117	7439	430797
March	9944	7958	10191	12297	5023	1960	1817	4289	5553	5622	22564	1809	5522	2144	2764	593	1419	2302	1079	38216	7463	6990	512599
April	9382	7715	12194	12524	5436	2271	1674	3250	5152	5751	23374	1797	3852	1974	2680	558	1146	1846	1096	30387	5243	6493	467313
May	8954	7886	8536	15813	4709	2154	2431	2305	5539	5383	23611	2170	3858	1478	2267	417	1399	1923	1287	35477	6138	7059	470446
June	9069	5769	11549	12814	4875	1710	2263	2605	5016	5646	25012	2376	3587	2022	1795	597	1141	2163	941	35904	6077	5309	454665
July	7923	5968	8274	10553	5189	2263	1783	3219	5016	5471	21855	1771	2918	2523	2140	539	1230	1796	1130	30101	4366	5974	406333
August	8394	5600	8932	10218	4276	1720	1900	3134	4817	5817	25124	2060	3696	2111	2119	498	1334	2076	993	35346	3680	5791	424422
September	7423	6958	10529	11831	4283	1882	1634	2901	5437	6370	21461	1791	3256	2261	1992	524	1659	1743	1021	31271	6374	5760	406217
October	6634	6483	8128	11084	4776	2090	1830	3359	5056	5036	19708	1509	2529	1543	1894	580	1458	1349	995	28947	3911	4679	373162
November	5432	6159	5311	9357	3069	1756	1510	2237	4196	5198	23674	1807	3518	1502	1642	374	1602	1547	849	25877	3339	4443	332099
December	5910	5208	5764	9575	3721	1314	1130	2129	3422	7888	18019	1537	2578	1320	1899	362	1924	995	800	25141	4064	4253	310084
TOTAL	95638	76047	112416	140397	55510	23213	22403	37534	59212	69112	288935	22040	43172	23151	24735	6173	18512	21923	12837	392682	58446	70792	5060903
PERCENT	1.89	1.50	2.22	2.77	1.10	0.46	0.44	0.74	1.17	1.37	5.72	0.44	0.85	0.46	0.49	0.12	0.37	0.43	0.25	7.76	1.15	1.40	100%



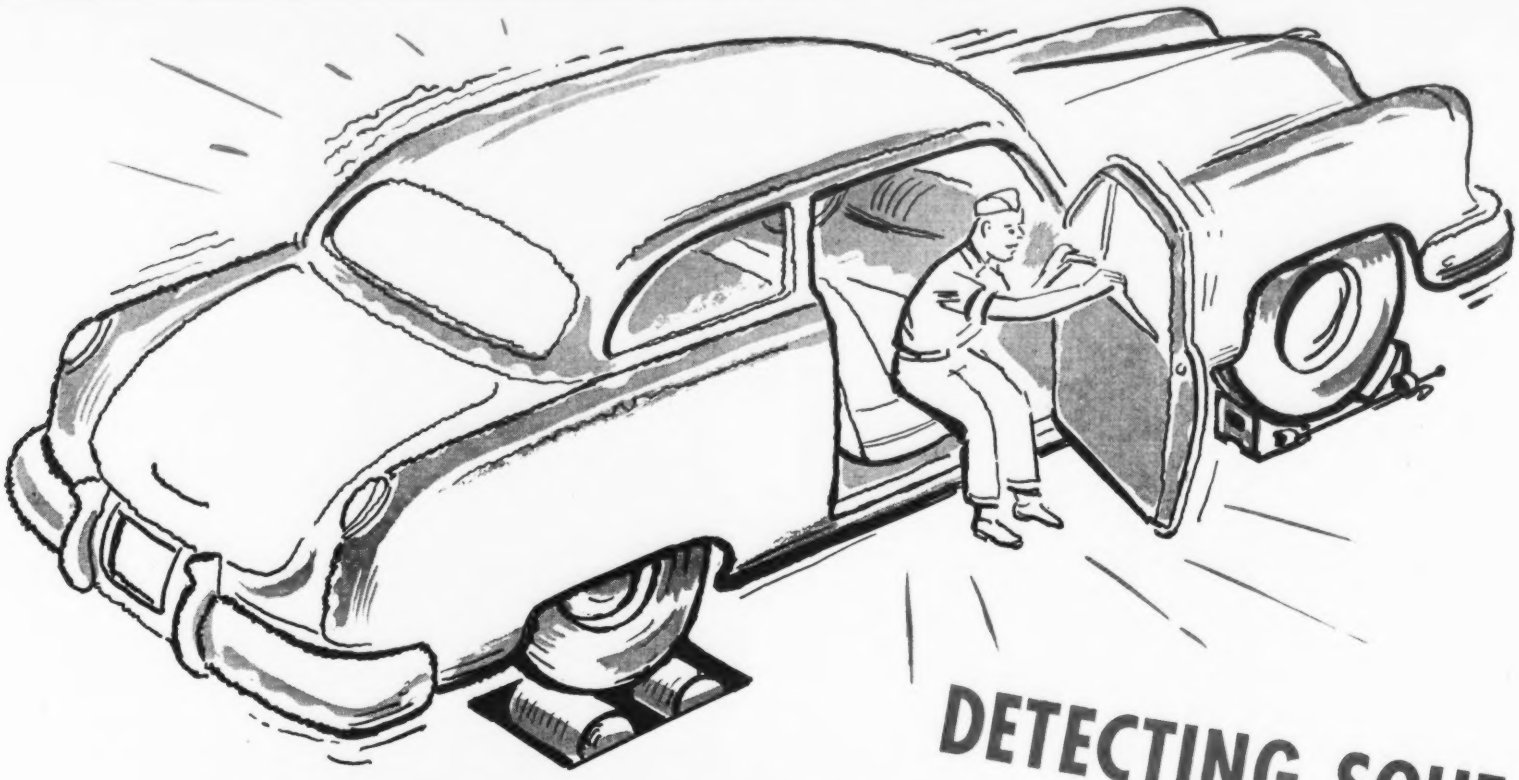
Percentage of Car Makes to Total Registrations, 1939-1951

MAKE	1939 Regis-trations	1939 Pct. of Total	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total	1951 Regis-trations	1951 Pct. of Total
Buick	218,995	8.25	295,513	8.7	308,615	8.27	126,322	6.96	246,115	7.77	244,762	7.01	372,425	7.70	535,807	8.47	392,285	7.75
Cadillac	13,090	.49	21,965	.63	60,242	1.61	23,666	1.30	53,379	1.69	59,379	1.70	80,880	1.67	101,825	1.61	97,093	1.92
Chevrolet	598,834	22.57	853,529	24.9	880,346	23.59	329,601	18.16	640,709	20.23	709,609	20.33	1,031,466	21.32	1,420,399	22.45	1,067,042	21.08
LaSalle	22,197	.84	16,599	.48	**	**	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oldsmobile	146,412	5.52	201,256	5.9	230,367	6.18	93,094	5.13	180,078	5.69	175,531	5.03	269,351	5.57	372,519	5.89	273,472	5.40
Pontiac	159 836	6.03	235,815	6.9	286,123	7.67	113,109	6.23	206,411	6.52	228,939	6.56	321,033	6.63	440,528	6.96	337,821	6.68
General Motors Total	1,159,364	43.70	1,624,677	47.6	1,765,693	47.32	685,792	37.78	1,326,692	41.90	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38	2,167,713	42.83
GM Total—Except Chev.	560,530	21.13	771,148	22.6	885,347	23.73	356,191	19.62	685,983	21.66	708,611	20.30	1,043,689	21.57	1,450,679	22.93	110,067	21.75
Ford	481,496	18.15	542,755	15.9	602,013	16.14	326,822	18.01	532,646	16.82	486,888	13.95	806,766	16.67	1,166,118	18.43	862,309	17.04
Lincoln	19,940	.75	21,004	.6	18,769	.50	10,798	.58	24,081	.76	32,638	.93	37,691	.78	34,318	.54	25,816	.51
Mercury	65,884	2.48	80,418	2.4	81,874	2.19	61,187	3.37	111,198	3.51	137,512	3.94	186.629	3.86	318,217	5.03	233,339	4.61
Ford Total	567,320	21.38	644,177	18.9	702,656	18.83	398,801	21.96	667,925	21.09	657,038	18.82	1,031,086	21.31	1,518,653	24.00	1,121,464	22.16
Ford Total—Except Ford Division	85.824	3.23	101,422	2.9	100,643	2.70	71,985	3.97	135,279	4.27	170,150	4.87	224,320	4.64	352,535	5.57	259,155	5.12
Chrysler	63,956	2.41	100,117	2.9	143,025	3.83	65,532	3.61	93,871	2.97	105,315	3.02	130,516	2.70	151,300	2.39	149,435	2.95
DeSoto	51,951	1.96	71,943	2.1	91,004	2.44	54,420	3.00	72,966	2.30	82,454	2.36	103,331	2.14	115,023	1.82	112,643	2.23
Dodge	176,585	6.65	197,252	5.8	215,563	5.78	135,488	7.46	209,552	6.62	213,923	6.13	273,530	5.65	300,104	4.74	298,603	5.90
Plymouth	348,807	13.15	440,093	12.9	452,187	12.12	211,800	11.67	313,118	9.87	347,174	9.96	527,915	10.91	547,367	8.65	542,649	10.72
Chrysler Total	641,299	24.17	809,405	23.7	901,779	24.17	467,240	25.74	689,507	21.76	748,866	21.46	1,035,272	21.40	1,113,794	17.60	1,103,330	21.80
Chrysler Total—Except Plymouth	292 492	11.02	369,213	10.8	449,592	12.05	255,440	14.07	376,389	11.87	401,692	11.50	507,357	10.49	566,427	8.95	560,681	11.08
Frazer	.....	.....	.....	.....	.....	.....	1,873	.10	51,158	1.60	57,994	1.66	15,827	.33	11,884	.19	**	**
Kaiser	.....	.....	.....	.....	.....	.....	3,501	.19	55,571	1.76	108,367	3.10	57,995	1.20	85,832	1.36	52,286	1.03
Henry J	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,339	.22	51,372	1.02
Kaiser-Frazer Total	.....	.....	.....	.....	.....	.....	5,374	.29	106,729	3.36	166,361	4.76	73.822	1.53	112,055	1.77	103,658	2.05
Crosley	.....	.....	.....	.....	.....	.....	2,868	.16	15,934	.51	25,400	.73	10,175	.21	6,896	.11	5,304	.11
Graham	3,660	.13	1,856	.05	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hudson	62,855†	2.37	79,979	2.3	73,261	1.96	72,484	4.00	83,344	2.63	109,497	3.14	137,907	2.85	134,219	2.12	96,847	1.91
Hupmobile	907	.03	211	.006	**	**	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Nash	54,050‡	2.04	52,853	1.5	77,824	2.09	85,169	4.68	102,808	3.25	104,156	2.98	135,328	2.80	175,722	2.79	140,035	2.78
Packard	62,005	2.33	73,794	2.2	69,653	1.87	36,435	2.01	47,875	1.51	77,843	2.22	97,771	2.02	73,155	1.15	66,999	1.32
Studebaker	84,660	3.19	102,281	3.00	114,331	3.07	58,051	3.22	102,123	3.22	143,120	4.10	199,460	4.12	268,229	4.24	205,514	4.06
Willys	14,734	.55	21,418	.62	22,102	.59	2,329	.13	23,400	.74	21,408	.61	28,576	.59	33,926	.54	26,049	.51
Miscellaneous	3,016	.11	5,254	.14	3,867	.10	647	.03	894	.03	19,043	.55	13,790	.28	18,711	.30	23,990	.47
GRAND TOTAL—U. S.	2,653,377	100%	3,415,905	100%	3,731,166	100%	1,815,196	100%	3,167,231	100%	3,490,952	100%	4,838,342	100%	6,326,438	100%	5,060,903	100%

**Not in production. †Includes Terraplane. ‡Includes Lafayette.

Percentage of Truck Makes to Total Registrations, 1939-1951

MAKE	1939 Regis-trations	1939 Pct. of Total	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total	1951 Regis-trations	1951 Pct. of Total
Autocar	2,044	.42	1,944	.35	2,510	.39	4,755	.76	4,334	.49	2,770	.27	1,655	.17	2,072	.18	2,112	.21
Bantam	590	.12	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Brockway	1,815	.37	1,672	.30	2,294	.36	3,683	.59	4,255	.48	2,958	.29	1,626	.17	2,384	.21	2,182	.22
Chevrolet	169,457	34.82	185,636	33.20	212,797	33.21	171,618	27.45	235,803	26.82	302,219	29.20	345,519	35.92	414,496	36.29	350,344	34.90
Crosley	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,411	.23	871	.09	422	.04	434	.04
Diamond T	5,412	1.11	6,354	1.13	6,077	.95	5,093	.81	10,475	1.19	10,657	1.03	5,172	.54	5,675	.50	4,508	.45
Divco	1,481	.30	1,662	.30	2,306	.36	3,734	.60	4,893	.56	5,618	.54	3,577	.37	4,309	.38	3,752	.37
Dodge	48,049	9.87	54,323	9.71	62,925	9.82	96,490	15.43	126,736	14.41	114,431	11.06	116,956	12.16	99,716	8.73	106,600	10.63
Federal	1,837	.38	1,613	.29	1,611	.25	4,557	.73	6,020	.68	4,026	.38	1,225	.13	1,469	.13	1,008	.10
Ford	128,889	26.49	159,514	28.53	174,024	27.16	131,469	21.03	186,414	21.20	225,729	21.80	202,179	21.02	315,912	27.66	250,802	24.98
FWD	182	.04	.....	.....	.....	.....	585	.09	1,195	.14	811	.08	337	.03	323	.03	501	.05
GMC	34,908	7.17	38,841	6.95	45,703	7.13	25,645	4.10	49,187	5.59	74,857	7.23	80,407	8.36	97,200	8.51	100,285	9.99
Hudson	409	.08	760	.14	736	.12	2,543	.41	2,534	.29	117	.01	.....	.....	.....	.....	.....	.....
Indiana	178	.04	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
International	66,048	13.57	76,833	13.74	92,482	14.43	78,392	12.54	113,151	12.87	125,203	12.09	91,164	9.48	97,818	8.56	95,184	9.48
Kenworth	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	478	.05	392	.04	673	.06	668	.07
Mack	6,670	1.37	7,736	1.38	9,468	1.48	4,687	.75	10,917	1.24	9,795	.95	6,866	.71	9,908	.87	9,794	.98
Nash	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	32	.01	.....	.....	.....	.....	.....	.....
Oshkosh	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	173	.02	.....	.....	.....	.....	.....	.....
Plymouth	8,294	1.70	9,528	1.70	7,732	1.21	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	775	.08	1,362	.11	908	.09
Reo	853	.18	624	.11	1,543	.24	10,489	1.68	12,911	1.47	10,773	1.04	4,003	.42	3,876	.34	3,427	.34
Sterling	326	.07	.....	.....	.....	.....	510	.08	576	.07	411	.04	229	.02	354	.03	334	.03
Stewart	70	.01	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Studebaker	2,110	.43	1,206	.22	5,078	.79	25,360	4.05	41,861	4.76	50,657	4.89	55,099	5.73	45,881	4.01	32,675	3.25
Ward LaFrance	.....	.....	.....	.....	.....	.....	.....	.....	509	.06	271	.03	.....	.....	.....	.....	.....	.....
White	4.558	.94	6,468	1.16	9,271	1.45	10,117	1.62	13,086	1.44	11,603	1.12	8,318	.86	12,050	1.05	12,260	1.22
Willys	1.634	.33	2,291	.41	2,031	.32	42,135	6.74	49,819	5.68	76,484	7.39	32,765	3.41	24,640	2.16	24,292	2.42
Miscellaneous	934	.19	2,145	.38	2,109	.33	3,387	.54	4,456	.51	2,690	.25	2,826	.29	1,767	.15	1,780	.18
TOTAL	486,748	100%	559,150	100%	640,697	100%	625,249	100%	879,132	100%	1,035,174	100%	961,961	100%	1,142,307	100%	1,003,850	100%



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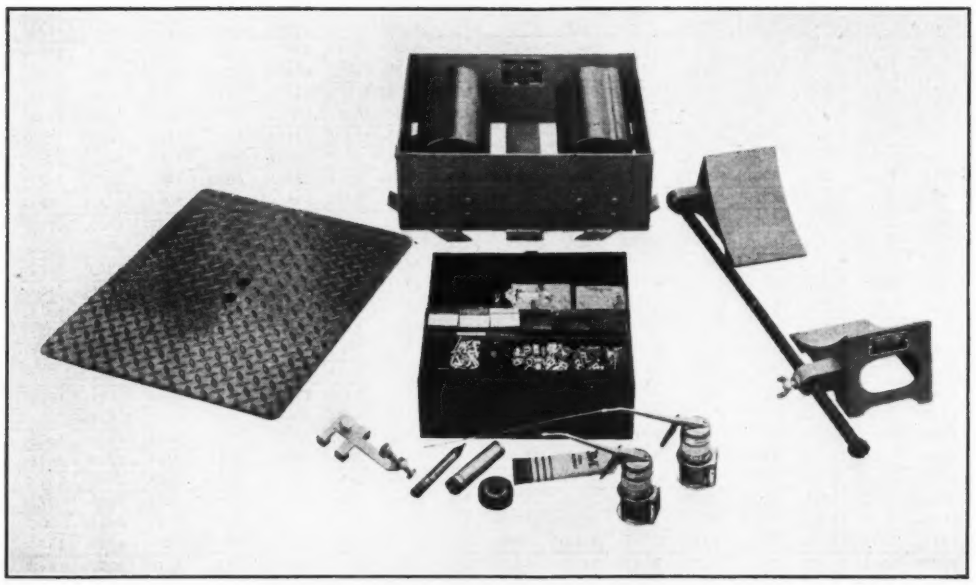

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New PASSENGER CAR Registrations by States

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'51	6008	1910	4018	37763	4303	6829	1746	8369	12386	2121	26359	13708	8320	4698	5903	3864	2592	7245	12156	33154	10369	4276	12441	1625	5192
	'50	5401	1351	1660	33276	4357	5530	1171	5537	10292	1012	23477	8008	8729	3911	4702	4875	2200	6358	9161	26989	7576	3659	7393	1198	4632
	'49	3081	1042	1976	19291	2357	3668	888	3149	7694	1034	22588	7019	5204	2743	3148	3544	1595	4334	7277	18747	5672	2413	6610	1798	2934
	'48	3218	790	1436	16006	2585	3801	934	4280	7783	799	20827	6846	5497	2339	3473	4725	1412	4299	5733	22202	5266	2005	7931	1305	3382
	'47	2385	414	604	14801	1681	5536	585	4789	2052	685	17187	7830	3498	1487	1994	1797	587	3430	3994	16480	4228	2013	4209	856	2086
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3084	845	2701	24311	2445	4446	1003	6928	7263	1291	23861	10233	5055	3524	3474	4456	1410	4169	8785	19958	5266	3070	9234	1129	2807
	'40	2110	1049	2484	16843	2692	3720	689	5162	5999	1160	20903	8034	5095	3338	2572	3375	1538	3346	8512	16267	5758	2587	6144	1067	2229
February	'51	4626	1503	4088	38252	3555	4838	1228	7951	8313	2152	30068	12692	8253	5645	5163	6144	1736	6528	11383	29681	12639	3440	11890	1918	4961
	'50	5891	1471	2599	36637	4210	4481	1217	6453	11537	1634	27084	7778	7866	5114	5887	5643	2737	6079	9337	26969	9880	3750	9347	1406	4479
	'49	3103	935	1855	17659	2776	2587	803	3721	5058	1187	16007	6207	5785	2443	3830	3189	1263	3693	7865	19727	5082	2726	5974	1321	2910
	'48	3691	661	2358	15101	2289	2004	635	3363	5296	786	22115	7478	5305	2628	3076	2952	1337	3490	6743	15485	6794	2327	6289	2019	2697
	'47	2593	666	579	14583	1638	1067	659	2880	3192	478	20581	6263	4140	2082	3115	2532	903	3574	4159	18518	6059	1918	6536	901	2254
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3743	842	2150	23090	2218	3784	801	3756	6438	1086	21653	7945	4653	2724	3896	4362	1402	4200	10865	25964	5492	2894	9261	1566	2400
	'40	2309	722	2056	15543	1655	2473	611	4340	5001	958	18809	6891	3758	2409	2838	2774	1004	2986	7102	18150	4150	1945	6413	1026	1598
March	'51	6300	1809	4289	38216	5522	8383	1653	9179	8871	2144	31912	18806	9944	7958	6504	5553	2579	7783	14768	40029	10191	3895	12297	2764	5023
	'50	6225	2247	8005	42002	4332	6738	1428	10941	7319	1768	31958	16931	9777	7076	4263	6966	2566	6356	12110	31916	13024	4109	10498	1010	5449
	'49	4844	1509	2959	24924	3620	5223	940	3792	5192	1107	28474	8094	7316	5979	3979	4949	2105	5628	11514	28134	7173	3285	8605	1784	4042
	'48	2964	881	2743	15104	2549	2709	973	5033	5762	1305	21859	8400	5819	5587	3914	3917	941	5141	10931	19822	6207	2808	9931	2212	2844
	'47	3307	590	1925	23361	2243	4087	721	2519	1941	1020	21626	7474	4772	5650	2109	3101	1237	4276	6307	14908	5802	5452	7612	1484	2341
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4639	1062	2123	27315	2537	8250	1103	5411	7014	1486	33439	13210	6505	5559	4610	4454	1467	7052	15777	30683	9362	2287	10559	1659	2545
	'40	3474	852	1714	18825	1911	5672	875	4165	4641	1350	22882	7873	4414	4686	3903	3350	1573	5337	10401	17813	6783	2937	9843	1969	1697
April	'51	5465	1797	3250	30387	3852	6857	1448	8788	6629	1974	39865	17935	9382	7715	5430	5152	2178	7447	14508	32029	12194	3568	12524	2680	5436
	'50	5936	2155	4991	34907	4336	6337	1377	10457	5683	2700	30232	14142	10507	7372	7288	6031	2523	7851	14380	33010	14043	3812	12914	1380	4824
	'49	4827	1841	2899	36909	3652	5364	1035	7163	4090	1197	22269	9871	9796	7277	5411	5270	2129	5921	10795	29217	7979	3377	8905	2294	4505
	'48	3327	1161	2122	37400	2104	4862	762	4701	7153	1215	21846	7656	5955	5798	3770	3746	2281	4652	10117	24511	9400	2150	9063	1647	3161
	'47	3333	612	2239	23373	2375	4755	940	2698	7510	1160	21005	8670	4987	3922	4478	3481	1993	4494	10301	19082	5170	2420	7217	1632	2328
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4885	1222	2456	31208	3562	8457	1600	5298	6786	1522	35235	17328	8574	5658	5206	4837	3020	7485	21293	38147	10726	2752	14221	1873	4354
	'40	3412	775	1928	19913	2713	6475	1130	3732	4373	1375	29307	9902	7028	6989	3967	3365	3027	5112	15716	21244	9874	2866	10169	1797	3546
May	'51	5574	2170	2305	35477	3858	6966	1478	7666	7730	1478	36219	13981	8954	7886	5178	5539	2198	6750	13555	32907	8536	3796	15813	2267	4709
	'50	6519	2439	2039	39351	4624	7077	1364	10743	10654	2125	26800	15900	10857	8539	7993	7222	2390	7318	12645	33913	12117	4086	11426	2594	5291
	'49	4730	2055	2856	39303	2930	7151	1511	8479	8884	1713	36704	9627	8217	7116	6180	5521	2366	6266	12152	27461	8098	3513	11754	2059	4490
	'48	2450	1076	1815	21001	1883	4387	517	4942	3364	1546	18396	9480	4186	3404	2719	2904	1341	3387	7498	20592	6456	1778	7081	1017	2241
	'47	3026	887	3859	22275	2072	4389	789	3575	8557	669	18866	8625	4679	3391	3569	3361	1297	4355	9326	26877	5394	2222	7410	1344	2680
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	5874	1691	2883	42225	3546	10429	1413	7318	7468	1512	37134	15859	9526	6670	5581	5694	3720	7475	17075	34045	10907	3450	12252	2686	4175
	'40	3178	1078	1819	21430	2578	6289	1018	6413	4906	1396	25897	12827	7016	4587	3577	3113	2671	5048	12649	21422	8157	2507	13619	1728	3269
June	'51	5546	2376	2605	35904	3587	6846	1329	7476	11670	2022	29849	11854	9069	5769	5602	5016	1867	6628	11945	31259	11549	3459	12814	1795	4875
	'50	7958	2617	3186	35473	5854	8995	1726	8875	13464	2390	40655	15532	12593	7213	6515	7738	3226	9782	14733	39053	15733	4741	15628	4584	6938
	'49	5053	2443	2601	34476	3650	6651	1257	8317	6671	1183	32111	14032	8485	7414	5557	5587	1385	6199	12819	31111	14470	3175	10313	1893	4207
	'48	2926	1126	1300	21693	1592	5712	627	4046	3809	1027	19151	6002	4898	3379	2679	3160	1115	4002	8446	16448	5532	1783	7099	752	2256
	'47	2798	1034	698	21848	2296	4895	682	7281	5180	1571	17549	9341	4652	3219	3078	3160	1585	4228	8682	18168	4905	2128	8193	1188	2412
	'46	6132	1486	3567	36714	4544	5150	1383	5936	7397	1623	36034	14131	9567	6982	6771	6397	2625	6990	12125	38102	11298	4184	15625	1431	4865
	'41	4749	1667	1468	38850	3607	7471	1301	5257	5802	1572	31288	16623	8986	6769	5254	5408	2588	6767	12924	30276	8458	3111	12318	2011	3241
	'40	3333	977	642	25474	2794	5542	987	3872	4608	1192	21911	15068	6955	3723	3710	3186	2004	5015	10163	21393	6144	2272	9422	1660	2946
July	'51	5038	1771	3219	30101	2918	6087	1179	6751	6671	2523	29801	12445	7923	5968	5522	5016	1851	6646	11373	29491	8274	3273	10553	2140	5189
	'50	7894	2652	3754	37422	5800	8748	1521	11764	10431	2881	32552	15171	13541	8347	8370	9197	2725	8649	23042	45708	16018	5179	15837	5884	6734
	'49	5198	1694	3760	40467	3881	5451	881	7021	7112	2309	27449	18430	9866	7303	5319	6627	2405	6330	12678	30479	9941	3742	15702	1557	4714
	'48	3239	1092	1778	19519	2364	4370	949	4070	4746	1424	19445	10926	5951	3729	3755	3889	1472	4543	9375	21269	5997	2452	6539	1424	3306
	'47	3031	1273	2139	18830	1526	3938	665	4121	4856	1525	17049	8891	4704	3065	3198	3486	918	4112	10078	18817	5093	2028	7807	1192	2356
	'46	2008	540	930	11323	1335	3987	466	1440	2537	645	11439	4636	3369	1904	1751	2302	1010	2459	9584	17416	4046	1356	2500	526	1644
	'41	4035	1289	3651	28913	3052	6655	1181	8088	5745	1685	26540	12610	6376	6180	4250	4308	1749	5979	12422	22063	10050	2703	10110	2004	4244
	'40	3306	998	3089	25420	2656	5041	957	5385	4541	1317	23086	9242	5907	3785	3527	3489	1983	4909	9306	15997	8435	2103	9457	1886	2881
August	'51	5509	2060	3134	35346	3696	6531	1349	7302	7696	2111	26090	10719	8394	5600	5098	4817	1334	6081	12513	27974	8932	3522	10218	2119	4276
	'50	7258	3109	3496	66298	6083	8465	1954	11837	11830	3184	49271	23336	12296	10322	8316	8127	2118	9535	16002	49128	14378	4796	15808	3530	6421
	'49	5087	1751	4185	32613	3941	6551	1805	9199	8470	2924	33672	14652	10344	7734	6118	6601	1592	7395	13903	32210	10916	3855	12940	2757	5367
	'48	3546	1145	2217	22390	2517	4233	1068	5129	5423	1217	23737	10913	6337	4889	4018	3714	1230	5076	10287	17534	5970	2454	8650	1734	3140
	'47	2777	985	1581	20494	2152	3428	608	4725	4434	816	17865	7849	4309	3920	2832	3001	1411	3681	11148	24118	5511	1863	7039	1225	2399
	'46	2548	548	1436	15024	1488	2646	634	3421	3044	516	10970	5648	4016	2979	3333	2552	813	3354	9007	16904	3333	1589	4802	1061	1919
	'41	2518	798	1724	16346	2070	3806	883	4512	3816	1226	18870	8268	4372	3977	2361	2684	1365	3912	7597	12915	5645	1991	8572	1471	3055
	'40	2537	772	1379	17650	1961	3224	603	3579	3295	965	13939	8264	3941	3230	2302	2777	958	2971	6010	11969	4101	2082	6353	1488	2019
September	'51	3949	1791	2901	31271	3256	5282	1058	8647	6880	2261	30776	13431	7423	6958	5483	5437	1659	6930	10577	25394	10529	3339	11831	1992	4283
	'50	5658	2258	5831	68128	4936	7633	1457	12581	10756	3178	44018	16766	10731	9653	7030	7689	3092	8692	16439	40337	18386	3735	20075	2620	6056
	'49	3631	1902	3073	39737	4290	6144	1584	7105	7708	2650	31150	16404	9801	7202	6039	6752	2978	6420	13387	28252	10515	2957	11324	2072	4404
	'48	2276	1059	1120	23867	2395	4766	883	5044	4559	1077	24602	7545	5490	4392	3190	4177	1779	4231	9144	21503	7512	1972	8309	1404	3198
	'47	1661	1064	1611	20293	2989	3790	802	4121	4247	862	18065	7696	4356	3560	2979	2620	1604	3618	7609	13064	5154	1370	6389	1214	2213
	'46	1386	758	1177	17094	1282	4257	596	3488	3017	718	17520	9118	3651	2793	2578	2606	1275	2841	8466	15253	7171	1162	4611	1032	1990
	'41	769	416	719	8539	1197	1940	303	2412	2165	555	11515	4254	2050	2388	1555	1231	899	1572	3907	7797	2495	624	3682	828	1170
	'40	1516	632	757	12800	1285	2440	434	2454	2490	620	9979	6481	2802	2187	1810	2157	1154	1945	5358	8437	2871	1073	3811	945	1290
October	'51	5884	1509	3359	28947	2529	5605	1011	7762	6342	1543	29884	12717	6634	6483	4293	5056	2020	6597	9638	23221	8128	3318	11084	1894	4776
	'50	7940	2439	5368	43496	4851	8506	1725	9790	8812	2533	35753	17937	10898	10046	6796	6939	2334	8517	16344	40419	12933	4405	28634	2375	6437
	'49	7986	2153	4406	38243	4023	7079	1574	6888	7593	3225	33685	18737	10969	7727	5775	6720	1579	6865	12632	29852	10021	3422	14119	1606	5340
	'48	4849	711	2682	23289	2414	4272	801	4047	4547	1199	18105	9889	6278	4493	3368	3629	1380	4478	7883	24018	5972	2318	6219	1438	2918
	'47	3355	987	1864	20455	2436	4201	847	4334	4743	903	18924	9189	4726	3769	3595	3999	1293	4242	9106	19047	5062	2143	7140	1591	2544
	'46	2990	934	1753	14763	1194	4171	721	4258	3763	942	16580	6559	3979	2849	2687	1887	1318	3295	5066	17309	4362	1932	7483	872	2107
	'41	3462	556	1321	11635	1050	2979	552	2295	3119	668	11601	4756	2711	2259	1983	2431	1053	2636	5319	11137	2980	1120	4601	801	1404
	'40	4031	773	1666	24697	2136	5010	845	4131	4343	817	19130	7252	5410	3348	3569	3478	1385	4454	9345	20339	6979	2511	6530	1314	2470
November	'51	6229	1807	2237	25877	3518	4736	1005	6691	5092	1502	21593	12521	5432	6159	3832	4196	1444	5273	8641	18680	5311	3348	9357	1642	3069
	'50	5772	1734	3195	38354	4792	6597	1439	6994	6304	2124	21668	13461	8274	7020	5307	5725	1534	6762	11679	24152	7261	4094	11275	2441	5151
	'49	5697	1899	2762	31408	4208	5792	1146	10484	6419	2441	23840	13413	8030	6296	5714	5382	2136	6198	10342	21857	6333	4367	13780	2648	4773
	'48	4345	1817	1150	30011	2775	4936	1014	4692	4763	1681	18008	8039	5898	4325	4057	3808	1557	5113	10200	21823	4414	3336	7257	1673	2958
	'47	3768	903	1459	21486	2278	4481	687	3814	3758	957	15063	8467	4020	3403	3278	2981	1531	3649	10205	16702	4202	2773	6248	1179	2689
	'46	2655	622	1169	19833	2022	3628	670	4256	3162	780	15005	7588	3448	2976	2219	2181	862	3313	7524	17423	3537	1547	6161	922	2088
	'41	2717	594	1307	11861	1183	3245	566	2463	2318	684	9430	6562	2590	2059	1876	1710	973	2621	5314	12745	2801	1621	4092	700	1474
	'40	3983	1159	1674	25874	2266	5409	960	4717	4284	988	17395	6554	4700	3700	3640	3194	1296	5120	9604	25069	6106	1828	7534	1105	2501
December	'51	4292	1537	2129	25141	2578	4286	793	7521	5574	1320	18430	8637	5910	5208	4824	3422	1009	4165	6586	19960	5764	3152	9575	1899	3721
	'50	6704	2098	2879	44655	4778	6990	1042	10932	6841	1826	54403	35150	12045	6959	6430	5079	1730	7328	10583	38727	11854	4431	15574	2212	5552
	'49	5036	1771	698	34514	3442	4617	1231	8920	5895	2241	37207	12341	8370	5526	4527	5678	1607	4736	7924	24374	11235	3331	11243	1892	3419
	'48	3601	1475	598	26828	2475	4693	833	4399	2498	1278	13140	7954	7333	4007	5063	4304	1453	4350	5887	25646	7261	2859	8898	1389	3133
	'47	3474	1240	1228	31542	2272	4215	861	4152	2962	1447	14751	6928	5994	4026	3919	2006	1331	4375	6532	41192	3987	3052	9105	1494	2352
	'46	4131	823	785	21668	1481	3958	773	3881	2182	882	14533	7999	4978	3252	3952	1822	570	4057	11416	18708	3578	2013	8424	1171	2173
	'41	1981	621	1370	12361	1587	3144	665	3860	1352	555	13576	4576	5110	2009	1965	1929	397	2711	4325	13003	2856	1308	3782	414	1583
	'40	3137	1136	2708	26425	2841	5526	853	7196	3919	982	22314	15091	8591	4616	3541	3415	723	5076	6433	27780	4295	2036	7606	712	2489

and Months from 1940 Through 1951

*Not Available.
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Penn-sylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'51	558	1523	15131	2479	38683	10929	2242	32369	4417	2674	27427	2703	5645	2181	8296	39698	2222	863	10484	6602	4059	9919	1393	2914	472766
	'50	423	1043	12332	1507	38730	7221	1435	27636	4136	2628	21926	2378	4107	1509	7946	26355	1461	864	8593	3767	3192	7395	545	1978	381562
	'49	465	813	10528	1025	22552	5438	1308	17060	1952	3466	17391	1536	2673	1218	5059	15936	1045	752	6601	3778	2212	7876	661	2010	273161
	'48	426	745	6197	817	28787	4583	899	19715	2670	3719	17887	1480	2660	1213	4810	15600	1113	704	6353	2981	1902	7957	810	2076	274978
	'47	326	595	5450	1052	29860	1617	1071	15207	2935	1369	13013	1531	2045	646	3984	9646	1020	595	5028	2811	1980	3801	502	1634	209063
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	425	681	7843	1052	24474	5761	1075	18338	2935	3483	19606	1531	2844	1359	5788	16642	857	530	6139	3888	2336	6406	704	2113	297558
	'40	402	695	8820	1024	28631	4296	832	17158	2748	2335	19787	1452	2346	1377	4049	12194	838	455	3897	3093	2045	6765	574	1730	260216
February	'51	573	1888	12394	1721	30830	7310	1851	29042	6513	5117	29962	2320	4218	2250	5174	24835	1961	813	9900	7439	3225	9593	1253	1968	430797
	'50	394	598	13905	1875	32724	7091	1948	25549	6744	1639	27564	2139	4362	2139	6445	29740	1807	764	8964	5958	3133	10344	1615	2063	408990
	'49	201	450	9939	845	22833	4531	1109	17596	3614	2901	20820	1271	2493	1145	3322	13829	1093	495	5939	4497	2050	7359	634	1546	258218
	'48	411	467	8708	1026	24466	4148	357	15208	3454	2924	17321	1209	2040	991	3296	13948	1016	494	5968	5300	1230	6561	634	1685	249781
	'47	297	470	7464	606	18641	3454	550	15798	2818	2599	16430	1530	2078	570	3160	8682	735	535	4200	4075	1870	4216	490	1195	214333
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	210	574	9993	766	22682	5098	946	19731	4497	3609	22448	1777	3543	1029	3249	16533	1068	712	6198	4819	2198	7616	918	2302	299701
	'40	228	424	7629	693	19575	3644	675	16170	3379	2206	16912	957	2431	986	2555	12486	796	356	3079	2688	1824	5174	620	1617	224625
March	'51	593	1784	20199	1419	44078	10127	1960	36979	5622	7463	35990	1871	4841	1817	10020	22564	2302	988	7901	6990	4274	12623	1079	2743	512599
	'50	456	1455	15525	1056	44797	8935	1762	29306	5554	10729	31581	1833	4438	2123	13573	27170	2323	2151	9549	7213	3007	12823	882	2630	495885
	'49	472	2086	11390	843	32245	7097	1417	26433	3634	4644	21915	1567	3577	1614	10940	14364	1865	1822	6750	6231	2894	8238	1068	2307	360584
	'48	485	1747	10359	574	33345	5420	1206	20717	2738	3283	23678	1610	3001	1149	11347	13909	1305	1281	5870	5721	2132	6848	777	2792	311650
	'47	196	2206	7788	758	23459	3110	701	19302	2121	4443	18556	1137	2665	1130	11689	10010	1205	703	5631	4138	2099	5938	469	2386	264714
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	443	2970	13292	795	35133	6727	1228	37806	4151	4504	29891	1817	3970	1347	10422	20053	1240	1086	6357	6677	2740	11857	889	3896	419396
	'40	264	2385	14122	506	27365	4415	1030	28008	3766	2864	23914	1298	2828	1242	7950	17105	1330	864	3862	3618	2460	8535	613	3087	312371
April	'51	558	2161	18169	1146	45195	8639	2271	27606	5751	5243	26524	2668	4334	1674	5075	23374	1846	1182	9644	6493	3950	11322	1096	2902	467313
	'50	616	1078	16805	2017	42787	8649	1851	31039	6905	5427	30485	2679	4493	1700	5218	21692	2485	1154	9811	7279	3339	10212	1341	2965	471215
	'49	458	687	11508	1299	39584	7112	1436	25117	5675	4884	26657	2460	3664	1468	5735	14916	2056	1710	8848	6332	2772	8809	957	2777	390932
	'48	491	490	11966	846	31207	5111	1229	17325	4283	3584	23418	3664	2435	1467	4363	12484	1167	1193	5633	4741	2354	7526	718	2300	330555
	'47	331	698	8544	906	28350	7369	521	19351	3371	2933	22810	1840	2624	812	4850	11292	1155	720	4528	4354	2507	7346	708	2131	290226
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	459	1652	22840	1177	47791	8448	1420	33312	5351	5014	39764	4431	4177	1501	5955	17363	1675	1836	6392	8627	4354	12161	953	4102	488460
	'40	439	1578	12645	972	39027	5667	1290	23408	4607	3171	26302	3039	2656	1363	4006	12889	1418	1016	7264	4254	3335	9723	743	2692	353239
May	'51	417	880	17771	1399	41311	8778	2154	28149	5383	6138	38592	2544	4131	2431	4938	23611	1923	1719	9582	7059	3485	11474	1287	2300	470446
	'50	655	1816	17570	2272	44666	9799	1841	32937	6639	6193	29101	2248	5027	2776	7445	20947	2315	987	11252	7984	3365	10570	1677	2255	488363
	'49	892	1349	13646	1997	40331	7387	1509	24741	5486	5204	32323	2293	3908	1768	5660	28288	1955	1541	10133	6696	3495	10521	986	3006	446251
	'48	373	730	8458	743	23357	4286	928	14129	3128	2501	19389	1124	1903	952	3442	14177	959	346	5226	3640	1693	6143	600	1950	255638
	'47	700	950	10836	1087	24095	6261	1076	18202	3684	3056	19153	1515	2393	1152	5101	11609	947	600	5562	3469	2133	6842	564	2089	286719
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	442	1685	19402	1153	50704	8708	1480	33919	5515	6216	43134	3006	4685	1235	7120	24146	1911	1775	9337	6878	4524	11562	1096	4237	514478
	'40	409	1630	12135	925	36946	4727	1264	23034	3957	3337	30599	1967	2615	1069	3846	12403	1310	1336	4996	4177	3255	7714	743	2982	345748
June	'51	597	1390	16209	1141	40582	7178	1710	28048	5646	6077	36514	2248	4885	2263	6098	25012	2163	904	9744	5309	3935	11213	941	2147	454665
	'50	802	3300	17077	1683	51878	11375	3378	39251	7649	5084	48137	4778	5368	2595	11708	25459	2952	1408	13248	8791	4712	13332	1501	3254	583922
	'49	482	1389	12843	1444	38354	6733	1880	28609	4967	4702	30447	2641	3495	2816	6168	19859	1781	750	8682	6547	3332	9555	1058	2776	432470
	'48	417	785	8721	754	24253	3906	801	15467	2969	2538	16413	1199	1892	884	3883	12038	1119	648	5089	3026	1846	5792	518	1408	246926
	'47	389	839	7190	700	22871	4492	1083	18116	3356	2929	19190	1464	2534	1067	4322	15024	1073	825	6140	4953	2009	6000	588	1938	260863
(All of first half)	'46	528	962	16711	962	49022	8675	1929	36338	6490	4011	38294	2696	4886	1753	9375	23914	1826	1112	6002	6469	3977	11655	1135	3518	493299
	'41	601	1368	17146	797	36789	7121	1477	30890	6450	5203	35731	2530	3735	972	5630	19126	1754	1170	8954	7185	5615	10873	975	3612	443470
	'40	326	1226	12467	457	29457	3907	1038	22921	3836	3883	26305	1765	2319	622	3416	12488	1363	985	5507	4647	4391	6607	693	2996	318615
July	'51	539	1185	13710	1230	31737	7792	2263	25505	5471	4366	31848	1860	3532	1783	5090	21855	1796	811	8417	5974	3859	11066	1130	1791	406333
	'50	872	1965	20091	2533	53977	10992	3668	38347	10246	4765	43112	3144	6075	3107	11243	38376	2874	1194	13361	10016	5030	10481	1794	2482	609926
	'49	678	1148	12626	1460	40828	8867	1786	25834	5777	5137	31519	2103	3929	2167	6893	20585	2129	1046	8597	6189	3805	9969	1046	4043	448477
	'48	391	873	8198	1340	30487	5068	1433	19096	3630	3328	21171	1613	2450	1278	4693	13662	705	708	5966	5086	2370	6793	748	2496	291206
	'47	482	795	7239	905	24012	4464	1259	18275	3450	2767	19460	1430	2336	994	4488	12564	1070	607	6944	4066	1932	6307	705	1928	263167
	'46	245	435	5682	606	16857	2053	435	12970	1587	1429	12733	937	1486	631	1821	10177	463	413	2832	2092	1161	3058	246	1459	172961
	'41	617	1189	13485	1694	38430	6927	1720	25623	4154	3834	33447	2370	3494	1951	4886	15973	1518	876	9627	6338	4306	9146	901	3407	391795
	'40	536	1075	8458	1210	29314	5415	1388	20354	4430	3146	31095	1765	2543	1577	3835	13560	1415	851	5985	4951	3177	7009	759	2695	315246
August	'51	498	1327	16350	1334	35732	8014	1720	26043	5817	3680	37010	2065	3674	1900	5917	25124	2076	815	9217	5791	3324	11333	993	2247	424422
	'50	753	1913	20795	2397	55993	13311	2469	35611	8610	3929	47996	3231	5534	2791	9429	56924	2958	1233	14174	9670	5289	15999	2479	3609	683995
	'49	754	1369	17520	1891	38427	7473	2309	28302	6352	5704	38671	2516	4667	2172	7472	25075	2114	1211	9969	6630	3808	14200	1204	2164	478556
	'48	419	1052	10622	789	32382	5583	1198	20597	4158	3811	25728	1294	2797	1152	5168	14397	1638	793	6916	5051	2573	7906	778	2418	317788
	'47	422	714	6155	810	28039	3940	1700	19408	3307	2633	17408	1501	2116	561	4116	12402	1019	631	5229	3750	1638	5520	620	1686	264866
	'46	200	781	7473	482	19414	2209	651	13704	2703	1965	14402	1141	1790	550	4904	7538	579	462	3336	2951	1453	4839	351	1853	199316
	'41	408	817	8106	799	21997	4354	866	14443	3872	2731	19612	1268	2632	961	3108	11914	935	605	6870	4869	1525	6335	695	2119	246595
	'40	327	751	7196	784	15648	4064	919	11046	3580	1908	17268	1073	1990	857	4029	11657	787	557	4568	2921	2069	6565	518	1580	211031
September	'51	524	1244	14742	1659	33452	8178	1882	23558	6370	6374	28837	1810	3456	1634	6301	21461	1743	868	8087	5760	2968	8417	1021	2533	406217
	'50	693	1535	21695	1775	52153	9939	2231	38857	8419	7969	36039	2908	4781	2331	8959	41649	2474	923	11589	7505	3802	14249	1802	3743	625755
	'49	649	1652	14831	1523	37712	10164	2964	30109	7309	5286	31933	2147	3588	1982	7089	24555	1820	1113	10240	7272	3416	11279	1135	2398	459647
	'48	434	828	11715	995	25377	4832	1368	16080	4003	3416	21911	1453	2083	1383	4638	14488	1255	563	6575	5047	2172	7647	724	1858	296339
	'47	407	829	8967	617	32639	4583	1014	16889	2946	2700	18371	1387	1759	786	4006	9950	975	628	5587	4089	1592	5721	343	1919	251655
	'46	276	644	7786	626	18713	2310	810	13166	2888	3808	16047	1175	1587	809	3114	13044	800	474	3966	3218	1630	4891	473	1186	219281
	'41	251	417	3676	370	11960	1972	896	8066	1704	1504	8544	580	1104	556	1694	6203	498	313	2994	2004	1013	2885	354	753	125293
	'40	200	546	5085	471	12378	2447	500	8670	2280	1820	10675	929	1082	484	2706	8427	665	343	2611	2235	1232	2923	417	1146	148000
October	'51	580	1097	11987	1458	28768	7875	2090	22174	5036	3911	26163	1475	3454	1830	4584	19708	1349	1137	8006	4679	3114	9676	995	1782	373162
	'50	598	1723	18473	2064	47702	11772	2886	35218	6963	9684	40943	2785	4988	2621	8435	26335	2266	1247	10952	7703	4331	18288	1744	4425	580373
	'49	520	1541	14212	1954	39533	8756	2916	28167	6220	5218	29510	2279	4981	2105	8217	21834	2043	1265	10697	7035	3189	8195	991	2258	465765
	'48	475	905	9371	922	28853	4977	1506	20138	3532	3027	19131	1277	2464	1155	4786	15244	960	705	5747	4321	2136	5745	641	2227	291442
	'47	277	908	11573	828	28947	4511	1059	18496	3233	2778	20387	1835	2471	1026	4768	13196	923	913	6465	4489	1948	7196	680	2026	281428
	'46	305	791	5589	701	21978	4038	760	14847	3076	2409	17589	1424	1958	845	3666	10791	959	608	5372	3423	1782	5849	484	2162	225180
	'41	257	616	5697	564	15744	3566	1015	10678	1952	1878	12518	965	1645	541	3103	7572	597	404	3557	2333	1334	2947	323	1250	165485
	'40	348	983	11762	892	29797	5479	1204	20285	3339	2950	21795	1603	2783	896	4584	14117	1061	750	4358	4328	2427	5144	538	3109	290495
November	'51	374	726	11670	1602	25470	6457	1756	19288	5198	3339	25276	1509	3004	1510	4832	23674	1547	645	7403	4443	2802	8007	849	1526	332099
	'50	491	1274	16886	2098	41461	11676	2311	25000	7141	6416	32750	2286	3472	2152	7228	27891	1648	770	10435	7261	3297	13993	1027	2120	444193
	'49	522	1432	18067	1708	33311	9186	2804	22549	6785	4475	24969	1910	4565	1973	7072	24248	1976	837	9455	6874	2803	11938	744	2134	409702
	'48	361	851	11115	913	28926	6232	1242	20791	4262	3762	22628	2260	3164	1347	4644	14491	1176	812	6673	4427	2412	8319	861	1911	313230
	'47	499	725	12761	839	24972	4714	673	16591	3610	2942	16920	1527	2885	992	4702	12245	856	665	6218	4055	1420	5482	607	2048	258934
	'46	224	654	7843	638	26578	3855	768	16672	3038	2070	15445	1320	1823	483	4108	12224	685	546	4110	2750	1674	4921	500	1904	230424
	'41	138	555	6256	534	14497	2902	858	12053	2309	1758	10933	991	1916	563	2634	8159	535	456	3548	1536	1742	4872	339	1157	164747
	'40	337	960	12381	978	29813	4356	1405	20701	4564	3067	20228	1771	3442	826	4418	15771	863	724	5152	3118	2495	9848	638	2914	301430
December	'51	362	1021	11001	1924	24882	7062	1314	16845	7888	4064	23167	1443	3964	1130	4599	18019	995	712	6298	4253	2350	7178	800	1380	310084
	'50	919	1454	19631	2012	35327	8717	1769	29638	11585	7798	45401	2475	5428	2314	7515	23512	2107	859	8958	7914	3310	13475	1397	1942	552259
	'49	514	1246	18732	1582	29924	10770	1467	28313	7792	3591	30291	1740	4003	1787	5205	20348	1489	813	8285	6160	2517	12906	1539	1790	414579
	'48	345	1066	11515	1178	26814	5438	1192	20985	6115	3762	29089	1633	3710	1367	5071	13941	1461	744	7499	4768	2278	6987	957	2149	311419
	'47	271	1061	12618	637	24062	6241	1609	19724	5584	2972	26886	1696	2809	1063	4546	13160	1300	742	5903	3462	1754	6747	773	2206	312263
	'46	327	832	12700	670	30508	7508	693	16992	4728	1828	23185	1359	3105	1210	3701	10381	968	552	5955	4662	1755	9395	645	1966	274735
	'41	147	746	6857	543	11529	4143	640	11175	3336	1824	13657	1071	1866	436	2526	10630	568	441	3835	3459	1479	4449	553	1238	174188
	'40	259	1124	14669	1127	22828	8343	813	21684	5480	3671	29155	1890	3397	997	4528	16955	843	555	6561	6467	2392	7333	919	2622	334073

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1951)

	July 1 Total	1951	1950	1949	1948	1947	1946	1945-1942	1941	1940	1939	1938	1937	1936	1935	1934	Prior to 1934	Yr. Not Given
Buick	2835212	177132	306277	311029	204948	241391	138245	80330	343441	259122	175628	129319	160313	96345	24475	17555	50399	4403
Cadillac	407182	49353	35909	82909	48683	53963	25553	13405	59273	13013	11113	7170	9135	5933	1506	1047	4198	635
Chevrolet	8852571	629936	657898	996064	685594	651161	391381	226711	966739	746377	532006	407480	650761	592866	266259	169784	368498	19449
Chrysler	1046424	64192	40408	129994	101117	94545	68347	29397	143126	83154	58084	37537	67556	31639	15317	7041	26317	1989
Crosley	58823	3189	3215	8318	25384	16299	1890	769	761	243	356							388
DeSoto	777441	42798	30866	102375	78726	72342	56788	20734	89390	61600	46865	30006	57328	23995	11108	2965	16242	1198
Dodge	2322864	119100	83925	277562	200620	214048	145943	60572	218349	181342	162237	90006	212571	164770	74434	28626	57850	5428
Ford	7237[illegible]37	509331	637106	1004357	264592	407741	415879	146691	644075	504279	395193	266172	534361	489860	332801	176049	852276	19843
Frazer	135818	9228	6899	21444	46979	57501												1932
Graham (GP-Jew)	16417	.....							742	1135	2917	2028	6830	4319	2986	1392	4855	204
Hudson (Ter-Esx)	860578	67079	68969	144400	101960	75648	74763	32373	77811	69674	36707	26632	58122	38189	16369	8692	14929	2103
Hupmobile	6096	.....							163	62	696	701	104	614	1667	828	5627	110
Kaiser	374966	135791	26240	71756	89119	60745												2670
LaSalle	68666	.....								19680	18135	10741	19974	6465	3410	1249	2991	699
Lincoln	213650	15338	12208	61077	10783	18804	13155	5381	18172	18651	14962	10660	13937	5662	462	372	1473	524
Mercury	1125548	157916	159204	263156	58072	82068	75015	19851	83425	72398	51597							3609
Nash (Laf-Ajax)	902939	97368	111834	120867	98069	90086	82627	27060	74632	52941	38816	25536	51677	23899	8457	5268	13077	1464
Oldsmobile	2079288	122271	163610	265152	161048	176565	108198	58858	245653	177913	116324	76644	147703	116348	56406	19414	19575	3960
Packard	649153	55421	50949	85737	80494	39724	31320	26008	62227	79578	38205	35563	70510	28394	10433	2171	8781	1622
Plymouth	4407810	266469	148081	531978	327518	320074	226622	118310	482653	375803	337532	210931	387234	305054	159087	96204	112547	9948
Pontiac	2464982	189214	214237	287589	225182	211448	126576	73111	303576	203298	129622	80676	178850	103086	48377	16410	39245	4508
Studebaker (Rock)	1235852	120774	206370	124047	158095	130765	23712	40958	116136	88774	65338	30733	55131	28360	13606	8412	19456	1973
Willys (Whip-WK)	236991	12306	15771	29345	40357	32255	23282	15728	18691	19897	8029	8633	23063	4132	2466	1187	10857	818
Miscellaneous	135530	14203	8779	15739	25767	4846	3182	2422	5505	4253	4202	2513	4228	4626	3292	2396	27703	10094
TOTALS	38515538	2858409	2988755	4934895	3033107	3052019	2032378	998669	3954540	3033187	2244564	1489681	2709388	2074556	1052918	567062	1656896	99571

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1951

STATE	Total	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Frazer	Graham (Gp-Jew)	Hudson (Ter-Esx)	Hupmobile	Kaiser	LaSalle	Lincoln	Mercury	Nash (Laf-Ajax)	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker (Rock)	Willys (Whip-WK)	Misc.
Alabama	481830	26542	3621	141128	9148	552	5935	23804	118532	1477	36	8730	18	4015	407	2295	16115	7557	16952	4861	49081	23392	12938	3945	749
Arizona	196813	14703	2716	46212	5820	361	4086	11051	37353	690	130	4898	35	1438	435	1388	5750	4655	9768	3698	20982	10584	8028	1430	602
Arkansas	282935	14382	1836	79292	4888	312	3623	13867	74585	917	35	4390	5	3107	185	1121	7884	5216	10094	2826	29120	14425	6803	3342	680
California	3731905	303468	73259	766847	124265	5007	99556	218091	653816	10904	3371	86591	1061	23076	11972	29990	113837	83476	211668	73777	390513	238806	163326	24675	20553
Colorado	413506	31087	4673	101968	12772	561	6880	23579	79837	1489	205	12715	70	2875	699	2454	14159	10412	20421	6277	43306	22703	11611	1718	1035
Connecticut	583995	53233	9478	113440	17356	938	13927	39985	78649	1240	424	12771	221	4887	1962	3390	15935	15212	38485	14986	72727	47478	19297	4656	3318
Delaware	90004	7184	1119	21238	2140	90	1526	5166	14318	342	15	1582	7	942	265	488	2040	1750	6596	1719	9517	7375	3974	335	276
Dist. of Col.	173231	16064	3838	31004	6068	196	3707	13431	23295	454	25	4159	22	1350	453	1332	4881	3447	11217	4023	24652	12240	5723	694	956
Florida	789864	62366	16668	154856	23986	3577	15142	47777	147548	2911	374	19535	93	8032	2023	8164	30107	17028	41365	16298	86947	45262	23943	11483	4379
Georgia	663973	40140	6622	166896	11723	1043	8259	31623	184717	1473	88	10715	37	4885	769	3641	24784	9495	25973	8076	65367	33552	17025	2932	4138
Idaho	174040	12270	1468	41897	4663	138	3442	9677	31820	1135	73	5220	12	1975	133	1053	5095	4841	8442	2292	17868	9215	8249	2551	511
Illinois	2347343	199171	36045	477126	66963	3478	52243	150850	365886	12555	637	68776	310	31522	3583	13858	73145	71372	136552	44741	281769	157133	78760	14385	6483
Indiana	1105818	76284	10010	265633	27652	2251	22182	62923	191616	4799	314	29769	97	13061	1277	4633	26047	26450	57332	14522	134695	70027	56195	6186	1863
Iowa	827165	47788	4996	224430	18603	815	11296	44365	190788	4748	278	17715	165	10235	627	2951	22963	17374	34311	8917	89505	43839	24089	4964	1403
Kansas	617883	36149	3544	173463	14066	1026	8571	30926	137715	3088	140	14737	63	6648	406	2765	17710	13702	27318	6954	63761	34792	16447	3051	841
Kentucky	553527	33321	3907	154081	12943	1058	7732	30899	119932	1687	125	9779	77	4459	651	2005	11964	10060	25926	6910	65979	30911	13737	3789	1595
Louisiana	506349	30587	5129	128319	10078	914	7191	27079	122472	1850	53	8411	32	5454	382	3002	17057	8195	20839	5685	55003	27397	17039	3030	1151
Maine	199982	14641	2133	47511	4591	335	3686	12522	34237	567	177	5746	37	1771	496	945	4431	4855	11974	3483	23127	16115	5387	668	547
Maryland	505385	38676	5312	118349	15210	847	10087	33349	75803	1468	147	11248	67	5126	963	2476	12160	11926	27924	10737	67546	34020	16910	3605	1429
Massachusetts	1126807	91670	15330	215550	31085	2031	25920	77016	170433	2315	628	25566	253	7866	3438	6366	28312	31180	88426	24087	148319	86624	33837	6243	4312
Michigan	2034551	147831	21985	446949	45323	2090	35480	114004	436604	9306	565	58472	209	28519	2221	10333	71103	47312	113544	29573	201638	148416	46235	9001	7838
Minnesota	942222	58404	6624	234305	25045	821	15779	47295	209981	3809	493	20298	297	11636	968	3569	25791	24427	41017	13588	108299	53090	32382	2468	1836
Mississippi	305301	18236	2267	84559	6283	533	3408	12630	81765	890	16	4009	11	2588	210	1491	9430	5077	10376	2727	31818	15723	7452	2816	986
Missouri	922853	54621	7840	263606	20202	1368	15924	49669	182616	2976	315	16147	109	7574	173	3775	24565	23185	43685	12375	113433	49105	23388	3020	2182
Montana	160723	10544	1337	40281	4739	94	2667	9015	31359	869	56	4807	26	1862	139	912	5141	4560	8329	2353	16483	7780	6705	439	226
Nebraska	432364	23656	2484	121724	10260	395	4940	19400	114260	1738	102	6475	64	3930	266	1824	11596	6938	15004	4498	45813	21937	12332	1785	943
Nevada	55128	4457	1543	10348	2220	42	1430	3069	9348	211	60	1257	6	370	185	648	2015	1221	2770	1361	5858	3577	2464	450	198
New Hampshire	131457	9785	1168	31055	2876	215	2273	8106	23048	309	59	3410	27	1140	244	647	3168	3509	8098	2395	14995	9566	3642	1063	659
New Jersey	1330979	123505	22314	261644	45420	2470	31133	98544	164656	4015	579	29565	257	13758	4233	8587	38600	31155	86959	30809	160160	116178	41817	8967	5654
New Mexico	166435	11851	1855	43906	4584	415	2397	8325	33270	732	21	3181	4	1811	207	1194	6734	3466	7491	2307	16313	9004	5945	903	519
New York	3222773	302173	56483	603958	106775	4807	88778	249844	420614	10567	1386	71249	704	33274	9685	20163	84580	79364	228721	73959	390404	249556	94717	22095	18917
N. Carolina	800131	47154	6284	214900	13949	1001	10144	36248	212407	2278	50	12967	28	7272	807	3462	26272	10513	31397	9242	80752	48205	19669	3224	1906
N. Dakota	173995	8074	696	48451	3927	112	2578	7128	47354	834	35	2538	17	1917	60	554	4773	3405	5619	1524	19469	8098	4777	1780	275
Ohio	2337038	181030	26284	518526	69132	4381	54949	154890	386323	8336	1324	57152	338	24717	3825	11111	64003	56203	132669	38417	289915	164384	68062	15361	5706
Oklahoma	586911	35688	5380	160176	11618	514	8000	27496	153444	1628	93	8902	46	3276	643	3156	20102	10097	25307	6158	54743	33433	14057	1981	973
Oregon	502410	35090	4380	117431	15134	783	11917	30433	90190	2132	771	12200	113	4961	875	3223	13472	14384	25097	8495	55615	31255	20355	1969	2135
Pennsylvania	2482252	192081	27640	519508	86954	2909	64379	173970	356383	7898	1272	56736	462	28530	4520	12639	62142	67193	145984	56162	342385	162422	86574	17974	5535
Rhode Island	219438	17003	3154	46128	6282	298	4334	14323	32270	473	74	4626	66	1715	609	1278	5430	6004	16602	4100	30076	15781	6831	1224	757
S. Carolina	437757	21361	3126	122746	5991	583	4809	18011	137127	655	19	7248	32	2430	314	1710	13465	6091	15126	4646	38752	22544	8610	1420	941
S. Dakota	201640	10971	971	55251	4498	141	2621	10234	50070	1308	30	3480	29	2801	111	802	6761	4290	7481	2622	21359	9387	5476	727	239
Tennessee	603502	36347	4844	168038	11479	1869	8493	33336	138018	1437	71	10087	46	4244	574	2366	15337	10480	23773	7312	68920	32874	16362	6053	1142
Texas	2028083	129817	24020	529024	41734	2878	24960	107074	495578	5989	208	31201	76	14097	1764	11770	80192	31684	87411	21281	197956	104469	61563	13693	9644
Utah	198153	14821	2067	45172	5268	267	4846	10962	36081	844	144	6301	22	2008	258	1209	6240	5135	10350	2869	20003	12427	9225	1212	422
Vermont	86346	7008	771	19529	2277	210	1596	5292	14413	283	44	2183	26	916	238	362	1658	2120	5403	2043	10385	6560	2285	386	378
Virginia	670541	42447	5485	168937	15495	1433	11436	37904	143484	2317	100	13484	66	6648	679	3210	18343	10908	29498	10432	84213	39559	19778	2839	1846
Washington	686633	45792	6506	155889	19424	735	16726	44075	121483	2335	500	16433	174	6024	1003	3502	17129	18762	40887	11742	84198	39284	28319	2520	3189
West Virginia	371758	23132	2662	96782	9969	1013	6253	23063	71062	1410	243	7666	61	3343	522	1537	8080	7657	17124	6446	50276	20090	10506	2297	564
Wisconsin	958540	65613	7461	231003	22747	817	18470	55395	172977	3631	484	22986	92	10028	1129	3657	22017	47541	57860	13481	104345	59808	30140	4007	2871
Wyoming	93209	6994	847	23505	2797	99	1730	5149	18200	499	28	2465	6	853	78	622	3033	2055	4123	1367	9450	4580	2866	1635	228
TOTAL	38515538	2835212	470182	8852571	1046424	58823	777441	2322864	7237737	135818	16417	860578	6096	374966	68666	213650	1125548	902939	2079288	649153	4407810	2464982	1235852	236991	135530

Compiled by R. L. Polk & Co

Total Trucks in Operation, States by Makes

As of July 1, 1951

STATE	Total	Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	FWD	GMC	Hudson	Int'l.	Kenworth	Mack	Plymouth	Pontiac	Reo	Sterling	Stude.	White	Willys-Overland	Misc.
Alabama	157436	58	42	58160	399	397	186	16490	257	41803		10791	78	14960	5	934	564	90	831		4395	1241	4091	1664
Arizona	53431	99	6	17722	99	152	132	6365	89	14486	45	3762	44	4734	46	144	411	20	301	40	1971	366	1914	483
Arkansas	134676	8		50353	50	335	6	12538	85	39772	8	9988	41	10897	12	194	448	26	493		4391	427	3011	1593
California	585382	2447	158	163969	547	3358	2719	72229	962	160143	462	45662	987	47762	1362	3501	5090	565	3167	1338	18513	5279	19175	25987
Colorado	123039	208	5	40932	97	1088	271	12726	229	33108	192	8413	147	12989	149	430	884	36	614	17	3671	790	5126	917
Connecticut	93131	1001	733	25790	55	1173	1094	10789	767	22807	64	5743	135	11266		2378	834	76	826	67	2546	1261	1581	2145
Delaware	25019	195	90	8078	167	144	125	2498	23	6603	30	1671	21	2769		206	225	9	159		598	217	688	503
District of Columbia	23093	302	116	6256	9	252	600	2694	154	5321		2012	17	3119		366	72	33	299	26	365	487	414	179
Florida	178099	276	29	54861	325	1068	428	21059	399	55374	17	9974	134	15114		2627	1335	62	1232		6154	1877	4438	1316
Georgia	189386	31	21	62988	55	549	79	19861	243	60715	2	10817	64	16835	4	1238	575	54	867	1	5622	1559	4885	2321
Idaho	66300	46	1	21421	27	614	55	7167	181	15873	36	5406	76	8396	321	239	333	26	440	12	3254	289	1659	428
Illinois	365940	1456	143	110860	111	7919	2530	44013	1189	82628	133	23076	423	56557	14	3586	1457	154	3175	161	11753	5844	3709	5049
Indiana	224609	147	234	66181	225	1582	1036	26831	352	57042	16	14521	270	32975	1	983	1596	90	1634	5	9617	3008	4828	1435
Iowa	184330	51	3	62526	27	2053	350	19063	182	49178	186	8719	187	27949	2	787	820	49	1100	1	6028	929	3236	904
Kansas	192898	23	15	72351	116	1564	183	16954	357	53285	92	11186	232	23600	3	222	1168	98	911	3	5501	900	3209	925
Kentucky	163381	105	18	55731	123	1170	270	16872	447	40317	4	11163	92	18790		601	772	69	1099	2	4330	1147	8453	1806
Louisiana	138264	72	4	45133	97	1111	133	12860	159	42612	33	8135	51	14678	1	718	499	41	481		4606	990	4606	1244
Maine	60694	87	163	19460	20	150	184	6235	205	16646	29	4154	82	6444		780	313	44	398	48	1686	362	2580	624
Maryland	91377	558	731	29403	33	515	779	12697	467	21428	3	5564	90	11008	9	1518	439	46	840	32	2144	1561	1023	489
Massachusetts	162733	2793	1791	41181	82	2101	2500	20457	651	42956	138	9755	181	17531	1	4529	969	120	1662	873	4317	3580	2091	2474
Michigan	266379	491	194	80286	108	1458	2518	35101	1336	82964	39	17163	511	21725	4	1364	1094	209	2749	25	7296	2205	5476	2063
Minnesota	199940	172	7	61409	71	1788	656	20138	722	58345	241	10000	178	27834	5	1020	1090	78	976	2	7231	1626	4571	1780
Mississippi	139432	9	1	51825	32	438	2	12793	118	40457	31	11111	40	12966	3	447	513	39	371		3956	510	2955	815
Missouri	240938	293	23	88250	101	1844	1133	25289	470	59308	34	16654	154	26543	11	1323	1203	31	1133	3	6410	2591	6880	1257
Montana	76266	31	2	23829	21	728	43	7365	137	18706	117	4782	93	10442	189	97	332	25	414	9	2923	319	5074	588
Nebraska	121024	15	2	39535	49	1582	16	9816	248	34168	30	6776	87	17012	51	362	499	46	461	1	4039	912	4485	832
Nevada	16205	27	1	4654	8	76	13	2045	17	4477	29	1400	21	1589	59	68	129	7	63	24	695	57	591	155
New Hampshire	30349	93	99	9207	23	119	132	3599	72	8955	5	1741	21	2826	1	611	198	32	263	44	725	207	788	588
New Jersey	208125	2334	3418	57297	14	2712	2517	25412	1315	49233	86	15214	423	22770	2	6532	1565	294	1311	125	4976	4019	4180	2376
New Mexico	60053	36	2	24157	45	280	5	6107	85	13408	31	5158	29	4861	49	296	323	11	133	1	2197	335	2213	291
New York	433309	5564	10202	107437	284	7515	3694	58843	2638	93506	843	29959	524	51176		18465	2255	299	3851	534	10780	9177	7551	8212
North Carolina	212451	404	44	78358	121	501	430	23420	311	60543	164	10137	140	15779	2	2702	878	80	893	21	6821	1972	6808	1922
North Dakota	78614	13	2	25664	9	553	28	7002	166	23178	88	3674	49	13191	1	123	320	27	268	2	2589	134	1084	449
Ohio	341981	1156	232	98608	386	2529	2748	45294	1444	88047	89	20842	429	41913	37	3320	2003	214	2797	4	10292	8485	7795	3317
Oklahoma	197202	74	2	68852	141	460	352	20148	200	58175	117	11439	76	21762	25	429	734	113	851	3	5075	1332	5809	1033
Oregon	134283	278	4	37544	132	1228	242	16261	890	30968	79	11277	190	15913	730	1232	802	31	834	192	4475	1570	7204	2207
Pennsylvania	423886	3450	4792	113136	194	4870	3444	59479	1555	99172	291	27991	387	52734		8941	3204	317	4111	445	13015	8281	8931	5146
Rhode Island	31505	765	83	8484	28	313	567	3756	114	8511	10	1774	45	3549		680	250	33	223	68	785	437	462	568
South Carolina	104640	56	13	38031	47	232	85	11468	97	32879	32	5661	59	6972		885	501	34	495	1	2727	813	2977	575
South Dakota	68057	9		20633	58	714	43	7188	104	17700	87	3531	33	11177	39	103	310	18	327	1	2288	149	3298	247
Tennessee	163378	32	39	59479	136	550	256	18922	569	41259	12	12681	92	17323	8	964	629	38	643	9	5040	1510	2089	1098
Texas	567970	271	32	200666	284	1969	888	58605	376	169364	119	39029	339	51441	86	2050	2187	134	1637	1	17105	4454	12118	4815
Utah	45448	18		14907	48	309	131	4680	114	11858	3	3814	35	5192	20	155	210	18	148	2	1668	237	1437	444
Vermont	24939	27	105	6708	11	128	40	3063	52	6319	20	1724	32	2916	1	215	144	11	231		664	98	2188	242
Virginia	151411	458	257	53370	119	631	606	17459	404	42658	3	8527	100	12900	1	1026	731	99	564	1	4342	1484	5020	651
Washington	160395	151	8	44934	89	1314	617	20643	321	40414	101	12035	266	19743	829	1323	1048	73	971	179	5476	1500	6047	2313
West Virginia	118262	211	337	35791	118	782	338	14642	563	29145	215	8260	115	11072	1	1039	1045	75	888	10	2801	1411	8260	1143
Wisconsin	197495	204	12	64196	79	2071	962	19638	411	54437	597	10945	276	24970	6	786	1729	73	1431	250	5350	2129	4259	2684
Wyoming	37728	18	1	12633	10	372	21	3958	34	9339	66	2556	38	4771	44	109	147	11	135	2	1228	288	1673	274
TOTAL	8064883	26623	24217	2543236	5430	65361	36187	922532	22281	2149590	5069	526367	8134	891435	4134	82648	44877	4178	49701	4585	244431	90356	212940	100571

Compiled by R. L. Polk & Co. Detroit

It'll soon be 21!

For 20 straight years Internationals have been first in heavy-duty truck sales.

It will soon be 21. Another year will be added to International Trucks' heavy-duty leadership because truck operators who know hauling costs will *continue* to prefer the trucks that give them lower operating and maintenance costs, longer truck life.

These are just a few of the reasons why International owners value their trucks more . . . and why International Truck Dealers prize this franchise.

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Check these exclusive International sales advantages:

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- The "roomiest, most comfortable cab on the road"—the Comfo-Vision Cab designed by drivers for drivers.
- Super-steering system—more positive control, easier handling and 37° turning angle.
- Traditional truck toughness that has kept International first in heavy-duty truck sales for 20 straight years.
- 115 basic models . . . everything from ½-ton pickups to 90,000 lb. GVW off-highway models.
- America's largest exclusive truck service organization.

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INTERNATIONAL TRUCKS

INTERNATIONAL

"Standard of the Highway"

Model L-195 Roadliner—gasoline, diesel or liquid petroleum gas power plants.

* Not Available.
Source: R. L. Polk & Co.

New COMMERCIAL CAR Registrations by

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'51	1984	496	2315	6317	1191	664	300	1965	3057	493	3095	2344	1932	1293	1714	870	560	903	1219	3788	1434	1680	2937	487	1442
	'50	1594	387	3053	3625	1099	504	252	1091	2497	272	2718	1475	1737	856	1399	1407	644	739	1167	2390	1471	1344	1607	474	1133
	'49	1502	372	2115	4720	783	499	255	1186	2799	372	3162	1538	1630	1002	1269	1755	683	727	900	2340	1566	1248	2000	806	1164
	'48	1478	321	1332	3951	1061	673	218	1554	2406	244	4266	1471	1843	953	1794	1296	269	861	864	2950	1783	1070	1978	607	1524
	'47	1347	248	368	3036	671	761	263	2012	627	333	3809	2864	1416	856	927	847	148	1071	530	2930	1168	1148	2019	457	965
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1269	266	1309	2620	579	544	131	1574	1370	275	2830	1812	1455	663	880	692	454	658	870	1566	1088	1204	1734	260	579
	'40	871	288	1162	2133	768	430	115	1271	1198	318	3045	1240	1274	492	740	670	496	492	922	1732	1198	946	1023	306	468
February	'51	1530	434	1524	5815	1010	572	237	1743	2343	580	4299	2395	1440	1456	478	2396	385	782	1023	2926	1739	1400	2949	589	1442
	'50	1767	395	1666	4418	1037	392	228	1257	3770	411	3072	1591	1676	1274	1992	1678	820	673	778	2856	1603	1325	2034	248	1051
	'49	1410	269	1735	4343	880	340	179	1129	3006	495	4598	1571	1817	972	1202	1143	589	708	894	2492	1513	1460	2050	669	1433
	'48	1582	307	1865	4252	1048	349	200	1222	2517	356	4850	1875	2057	1110	1482	1153	480	871	1228	2298	1645	1222	2348	1268	1117
	'47	1472	265	766	3999	677	427	191	1603	1328	218	5110	1477	1591	910	890	935	326	963	198	2876	1361	1366	2142	558	1027
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1274	304	1397	2893	485	351	122	842	1873	267	2826	1310	1193	661	1079	1168	313	674	1013	1755	981	1099	2339	523	595
	'40	955	226	1119	2060	399	220	100	1003	1637	227	2936	1127	1048	572	816	612	347	449	1524	1886	743	723	1590	242	412
March	'51	1888	532	1450	5002	1377	773	202	1807	3335	545	3763	2801	2098	1875	1639	1440	384	939	1364	3973	1584	1608	2749	816	1407
	'50	1999	579	1402	6037	1068	775	247	2494	2586	495	5017	2747	2522	1815	1411	1682	689	762	1367	3657	2008	1849	2721	732	1406
	'49	1759	459	2404	3990	1192	647	241	1151	2197	482	5381	1897	2120	2237	2096	1360	536	1012	1161	2878	2075	1618	2684	940	1560
	'48	2088	459	2765	3831	1193	377	300	1521	3657	654	5438	2067	2251	2212	1440	1311	404	1420	1604	3187	1447	1806	3335	1048	1336
	'47	1606	340	624	5423	871	768	223	900	1042	509	5088	2236	1894	2631	1240	1246	519	934	472	2091	1939	1432	2933	744	1147
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1506	313	1117	3391	440	729	211	898	2090	415	3451	1943	1300	1052	1104	879	506	983	1886	2239	1639	764	2336	545	565
	'40	1284	232	808	2611	471	648	165	922	1258	396	3799	1302	1108	987	1025	910	451	777	1179	1863	1257	1153	2085	576	448
April	'51	1844	523	1840	4525	1126	748	239	1981	2234	642	4811	3139	2088	1526	1547	1583	678	1127	1578	3453	1963	1795	2811	820	1474
	'50	2084	530	2273	4582	1171	811	265	1976	2074	873	4385	2444	2672	1832	2717	1557	610	1526	1703	3871	2757	1580	3337	742	1392
	'49	1765	516	2691	3612	1201	653	263	1505	1499	574	3487	1972	2413	2312	2124	1382	507	956	1288	3082	1797	1623	1855	1013	1685
	'48	2098	537	1871	7530	1070	1187	335	1776	3989	663	4966	1909	2594	3361	2897	1570	929	1474	2266	4787	2155	1692	3539	952	1747
	'47	1824	309	3308	5722	852	802	326	1072	2435	632	4315	1924	1871	1558	2003	1104	1299	1265	1205	2923	1743	1402	2423	808	915
	'46	1077	249	529	3495	427	257	135	735	383	187	2006	946	1100	927	860	687	294	612	1340	1585	1061	773	2219	174	522
	'41	1171	291	1223	3679	647	794	237	736	1632	518	3291	2371	1399	1095	1171	908	569	962	1794	2704	1368	989	2527	518	859
	'40	1109	206	902	3110	512	698	185	657	1520	460	3108	1282	1419	1341	934	747	678	676	1472	1396	1431	944	2035	513	686
May	'51	1769	663	1351	5728	1197	794	232	2057	2571	532	4483	2764	2044	2012	1510	1633	446	1079	1578	3938	1709	1817	3724	699	1554
	'50	2041	591	1315	5008	1194	801	247	2301	3546	798	3457	2235	2407	1823	2596	1924	557	1108	1667	3616	2231	1703	2693	750	1418
	'49	1685	515	1395	5261	815	728	296	1840	3793	730	4614	1991	1963	2877	1716	1560	450	898	1095	2820	2300	1670	2643	818	1613
	'48	2158	477	2087	6238	1174	1059	295	1875	2113	1211	5220	3445	1908	2459	2097	1490	735	1248	1914	4780	4093	1452	3010	748	1301
	'47	1213	395	2301	4929	725	744	253	1291	3484	426	3732	2131	1605	1541	1520	1200	1406	1209	865	3885	1352	1235	2159	756	983
	'46	1222	223	498	2756	542	490	153	406	1057	311	3015	1897	1309	1563	1220	1047	814	792	2216	1890	838	1070	2644	315	922
	'41	1418	385	1051	4104	629	948	209	1336	1386	440	2849	1911	1493	1403	1119	1052	770	958	1634	2206	1413	986	1847	516	726
	'40	875	253	742	2816	531	707	173	1336	1521	380	2528	1384	1195	1020	1012	752	583	691	1342	1874	1131	757	2494	543	652
June	'51	1916	778	718	6097	1032	814	236	1793	3460	764	4017	1995	2104	1639	1687	1502	399	932	1188	3624	1938	1798	3032	624	1476
	'50	2292	587	845	4799	1455	956	267	1827	3169	692	4237	1555	2318	1998	1887	1859	622	1103	1738	3930	2179	1824	3208	794	1767
	'49	1700	739	751	4599	1202	639	209	1836	1866	438	4289	2198	2464	2773	1517	1546	439	771	1047	2871	2075	1333	2354	741	1524
	'48	1695	541	863	6631	731	806	263	1605	1997	761	4285	2723	2356	2479	1732	1367	840	1024	1561	2700	2053	1591	2671	547	1528
	'47	1057	423	294	4173	734	743	190	2227	1234	763	3657	1944	1343	1388	1323	927	317	933	1670	2413	1412	853	2224	608	806
	'46	983	271	1537	3073	457	472	152	707	1827	324	2480	860	949	950	801	721	194	712	701	1816	1042	990	1151	201	646
	'41	1515	370	758	4196	625	824	217	727	1265	425	2662	2154	1441	1806	1054	1093	649	925	1485	2111	886	1013	2031	505	623
	'40	903	217	272	2630	489	648	128	576	990	318	1917	2405	1019	819	852	693	509	537	1231	1622	745	807	1552	420	480
July	'51	1977	593	1644	5238	834	647	232	1855	2033	909	4140	2375	1819	1696	1661	1897	473	960	1133	3703	1573	1834	2626	673	1687
	'50	2910	716	2602	4139	1914	936	304	2349	3244	782	3484	2246	3554	2485	2806	2507	587	1164	2214	5429	3285	2405	3224	1638	2556
	'49	1595	409	1086	5623	1213	500	190	1427	1784	930	3714	2243	2302	2053	1748	1621	486	778	976	2941	1791	1550	3880	571	1494
	'48	1745	643	1908	4941	1320	845	335	1852	2068	959	4840	3185	3116	1892	1838	1637	651	1166	1534	3575	2226	1535	2375	1175	1783
	'47	1330	537	1288	4261	784	754	240	1101	1767	649	3121	2384	1836	1890	1430	1141	543	964	2783	2383	1128	979	2052	643	1252
	'46	1228	308	469	3473	521	528	173	584	1243	403	2776	1428	1353	807	676	795	603	835	1782	2101	1457	812	745	348	685
	'41	1313	327	1706	4376	792	829	177	1503	1299	474	3440	1791	1319	1838	914	1125	413	966	1626	2046	1618	1051	1887	742	1080
	'40	1147	219	1330	3027	617	559	142	880	1115	363	2325	1103	1244	842	778	833	454	785	1132	1411	1347	1260	1750	567	647
August	'51	2042	672	1987	5259	1168	641	231	1734	2721	913	3894	2263	2154	1359	1480	1662	328	724	1272	3071	1786	1725	2467	1059	1178
	'50	1977	875	2073	8661	1708	997	358	2723	3537	1066	6480	4064	2505	2491	2715	2146	540	1472	1592	4975	2619	2044	3582	1358	1803
	'49	1767	424	2720	4294	1098	655	272	1877	2587	822	4640	2456	2449	1689	1954	1948	363	834	1070	3189	2342	1834	2084	1053	1560
	'48	1838	561	2194	5547	1092	692	290	1860	2517	909	4571	2564	2383	1779	2069	1583	563	1090	1569	2469	2081	1839	2624	1140	1416
	'47	1348	404	1189	4870	928	642	223	1889	2154	441	3356	2328	1844	1490	1897	1209	574	1085	3482	3125	1491	1072	2342	712	1039
	'46	1304	367	1184	4091	565	1256	208	1584	1503	333	2503	2144	1544	1576	1708	1005	377	950	2163	1385	1176	1074	1895	598	772
	'41	1215	318	1397	3727	563	655	159	1180	1599	491	2650	1589	1096	897	908	903	403	741	1258	1514	1164	1016	2114	788	797
	'40	1083	248	830	3350	584	588	139	878	904	383	2276	1642	1009	709	826	854	264	668	956	1828	1129	991	1527	760	504
September	'51	1401	544	3187	4901	1053	577	186	2118	2549	896	3465	2671	1842	1822	1935	2074	483	1005	1186	3878	1772	1723	2754	891	1360
	'50	1535	629	3008	9724	1258	747	275	2542	3029	1168	5160	2905	2224	2011	1813	1686	703	1002	1642	4898	2731	1616	4592	1095	1626
	'49	1402	477	2527	5495	1279	592	250	1351	2143	948	4382	2543	2396	1710	2080	2179	757	805	1047	3803	2221	1475	3279	724	1406
	'48	991	568	652	6091	978	903	271	1798	2125	715	5128	2315	1996	1672	1546	1705	917	1155	1596	3762	1831	1114	2871	922	1559
	'47	720	442	1110	5176	1033	653	205	1612	1860	474	3418	2328	1806	1139	1550	1269	873	936	1105	1799	2031	962	2218	810	892
	'46	812	426	1419	3981	524	658	175	1370	1479	441	3995	2450	1586	1321	1329	1192	707	868	1743	4299	2466	1033	2804	750	894
	'41	732	222	1005	2992	509	490	115	808	1125	366	2258	1202	998	827	940	578	413	650	1075	1362	762	639	1387	438	482
	'40	803	241	645	2513	493	373	92	580	1455	285	1843	1380	855	555	739	717	432	542	1062	1586	785	677	1272	550	435
October	'51	2662	631	2109	5771	894	923	287	2190	2430	760	4046	2864	1937	2039	1477	1789	676	1272	1338	3280	1986	2049	3155	903	1853
	'50	2842	638	2776	6270	1201	933	238	2061	2372	732	3933	2854	2168	2019	1866	1865	490	1199	1701	4438	2089	2056	6070	882	1539
	'49	3293	438	2193	4833	1065	778	295	1633	2161	1147	4216	3299	2173	1836	1800	1849	336	970	1308	3285	1841	1620	3426	492	1482
	'48	2871	407	1593	5577	1107	913	283	1554	1953	750	3728	1229	1979	1563	1670	1444	627	1071	1538	3366	1663	1740	2233	890	1203
	'47	1856	459	1633	5553	966	893	258	1673	1967	465	4281	2496	1763	1312	1725	1346	688	1200	3526	2626	1491	1491	2600	823	1104
	'46	1965	452	1510	4937	355	888	246	1812	1557	615	4067	1689	1855	1383	1294	1384	564	946	1568	1664	1550	2735	2624	573	938
	'41	1404	239	1012	2754	387	592	137	769	901	297	2027	774	708	810	685	810	445	579	1023	1009	840	329	1588	289	423
	'40	1401	160	963	2549	487	743	152	1202	1073	277	2183	979	1073	762	904	1035	397	719	1295	1670	1107	893	1499	412	535
November	'51	2614	688	1482	5115	1120	596	229	1792	1534	546	3264	2632	1283	1720	478	1419	406	857	979	2341	1247	1674	2412	706	1078
	'50	1919	541	1569	5040	1130	712	212	1643	1963	650	3358	2200	1606	1529	1542	1257	288	899	1378	2763	1180	1954	2522	774	1233
	'49	1987	632	1515	4002	1037	653	214	2418	1853	631	3327	2234	1891	1511	2000	1165	499	785	924	2088	1281	1800	2949	1222	1175
	'48	2068	707	953	5035	961	1382	278	1284	1944	614	2809	2406	1547	1442	1784	1001	544	1051	1371	2101	1328	1651	2159	659	960
	'47	2579	486	908	5657	665	861	199	1393	1519	538	3076	2119	1563	1200	1399	880	619	892	1457	2866	1261	2026	2001	625	472
	'46	2485	336	569	4811	659	677	141	1879	1236	287	2355	1299	1224	1383	972	848	436	883	1987	2304	548	1429	2149	379	376
	'41	1286	202	749	2114	321	500	124	699	727	227	1321	1456	760	825	752	481	515	462	882	1673	629	824	1217	268	370
	'40	1471	266	747	2767	479	616	122	1501	1549	241	1583	828	870	696	1061	1141	335	992	1215	2238	967	657	1474	300	432
December	'51	1667	525	1010	3516	664	480	137	1464	1282	478	1869	1493	1490	1085	1291	1202	406	607	839	3022	1313	1421	1845	599	977
	'50	2227	512	1504	4362	886	635	183	2422	1677	448	5380	6137	2333	1466	1563	1005	480	900	1332	4418	2401	1724	2996	615	1206
	'49	1809	494	837	4259	804	528	203	2406	1666	522	5320	2120	2205	1262	1610	1176	387	660	988	3468	1753	1432	2711	665	934
	'48	1697	514	206	4385	550	717	170	1656	921	422	2545	2007	2328	1324	1821	504	538	836	833	3593	1691	1381	2468	497	1190
	'47	1173	503	774	5854	584	612	162	1610	1082	612	2494	1524	2303	1042	1289	549	371	955	759	3279	731	1298	2516	699	852
	'46	2854	400	673	5299	462	655	157	1348	773	354	2371	1531	1715	1111	1581	269	257	986	1373	3041	1584	1207	2315	496	825
	'41	1157	231	912	2607	525	479	144	1125	469	164	2087	1034	1423	631	789	218	196	580	665	2001	715	494	1128	154	661
	'40	1026	282	1370	2831	478	658	117	1676	1248	206	1992	1903	1676	1020	803	731	332	727	1062	2493	726	796	1400	170	447

States and Months from 1940 Through 1951

*Not Available
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'51	193	272	2136	548	5452	2775	504	4688	1262	656	3743	313	1366	652	2477	9465	457	197	1786	1095	1035	1726	443	337	88058
	'50	104	117	1390	625	6043	1781	319	3139	1228	494	2859	252	893	448	1824	6855	295	157	1384	603	779	1056	189	156	67925
	'49	128	129	1557	221	3771	2042	657	2890	931	859	2923	218	973	502	1808	4592	319	217	1449	1023	711	1583	269	258	66423
	'48	91	214	916	306	7202	1701	160	3194	1056	1025	3451	260	795	458	1746	4315	399	226	1484	535	829	1775	319	262	69486
	'47	73	339	1193	208	7463	568	150	3447	951	551	3499	340	853	160	1984	4023	413	318	1635	891	938	1198	229	232	62477
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	83	191	911	345	3010	1918	264	2139	839	660	2692	203	629	388	1298	4322	194	156	1213	674	556	1066	218	185	50830
	'40	128	210	1156	441	3543	1294	190	2141	771	503	2798	211	542	344	998	3244	213	170	705	598	518	952	199	183	45650
February	'51	141	332	1754	691	3574	2132	502	3738	1940	898	4106	272	906	542	1173	7040	412	170	1807	1133	812	1429	401	189	78581
	'50	88	82	1595	558	4343	1838	577	3223	2000	340	3316	188	910	552	1207	7546	308	137	1530	800	606	1514	284	144	71698
	'49	102	123	1546	593	4067	1651	478	2782	1611	779	3575	231	893	517	892	4400	446	150	1479	1069	772	1992	291	196	67537
	'48	127	123	2020	502	4626	2117	250	3672	1817	1018	4158	261	861	549	949	5365	417	214	1750	1554	690	1956	370	258	74326
	'47	123	150	1677	307	3846	2015	74	3556	1722	747	3910	276	963	553	954	4090	337	216	1594	1340	767	1385	256	213	63752
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	56	109	1007	290	2197	1292	269	2048	1338	610	2967	177	796	330	664	3980	222	199	1422	784	535	1013	250	180	50124
	'40	63	101	848	303	2202	881	185	1804	842	493	2555	117	636	301	509	3109	206	115	694	606	539	873	205	176	41336
March	'51	141	379	2729	698	4331	2231	486	4851	1561	1415	4788	203	1174	496	2962	6069	488	219	1357	963	980	1825	299	291	86287
	'50	129	267	2551	481	4602	2180	296	5153	1648	1674	4758	223	999	633	8030	7425	513	442	1803	1063	845	1948	322	214	96266
	'49	116	896	1910	518	4283	2131	606	4315	1409	1320	3982	206	883	766	6595	5030	599	830	1647	1370	1026	1927	443	280	87165
	'48	158	374	2286	332	5418	2311	658	4698	1232	1450	6160	264	1178	697	6234	6011	498	636	1734	1905	931	1652	430	408	94806
	'47	100	33	1514	430	4621	1899	347	4134	1232	1880	5034	231	1044	422	5122	4244	522	26	1952	1190	859	1763	314	372	79344
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	137	630	1290	300	2761	1595	374	3636	1182	864	3840	145	659	349	2840	4294	247	225	1297	1034	651	1215	252	285	62413
	'40	84	98	1336	206	2847	819	268	3251	874	648	3385	159	645	329	2463	3661	293	289	837	731	620	1022	221	292	53093
April	'51	163	403	2249	391	4917	2195	542	3643	1747	1232	3248	306	1224	451	1614	7313	446	304	1747	1389	1068	1611	389	274	84961
	'50	124	609	2539	718	4850	2199	238	3958	2235	1499	4820	444	973	581	2894	6073	597	303	2071	1302	863	1820	412	355	92241
	'49	151	269	1991	525	4788	1719	535	3355	2095	1210	4016	543	819	606	2471	4404	641	541	2075	1417	877	1402	402	230	78857
	'48	147	340	2682	515	6159	2919	670	4961	2297	1592	6068	897	1254	899	3178	6183	604	661	1981	1718	1441	2177	476	455	108168
	'47	142	444	2090	409	5573	2890	676	4542	1608	1165	5171	293	934	539	2320	4622	481	311	1537	1337	990	2265	379	335	85148
	'46	91	153	1158	121	2758	739	328	2608	674	412	2175	173	518	150	1295	2155	163	172	414	608	491	800	87	97	40920
	'41	113	240	2099	431	3526	1779	423	2875	1365	843	3686	541	839	382	1430	4011	378	541	1062	1287	832	1599	220	281	64236
	'40	146	725	1277	353	3699	1368	364	2643	1151	748	3170	431	831	334	1015	4087	280	200	1633	939	856	1326	198	187	55982
May	'51	139	235	2534	456	4799	2542	577	4103	1815	1482	5041	266	1241	764	1499	7260	480	212	2063	1390	1006	2125	484	230	90627
	'50	166	727	2415	743	4785	2580	681	4491	2016	1322	4686	410	1211	632	2499	5422	566	238	2356	1245	866	1864	549	289	90786
	'49	228	312	1857	777	4239	1968	816	3200	2117	1422	4109	583	1092	836	1961	7247	493	328	2120	1203	924	1972	320	165	86375
	'48	211	347	2214	407	5099	2539	566	4380	2145	1481	5699	656	1312	660	1972	7438	537	458	2218	1672	1127	2082	418	389	100614
	'47	109	257	2282	649	3690	2806	168	3713	1602	1026	4318	306	1034	639	1767	4167	314	517	2027	1016	869	1762	299	230	76901
	'46	42	105	1539	223	3529	1304	410	2928	1299	388	3000	268	881	264	1437	5100	294	265	893	771	643	1130	196	166	56285
	'41	76	290	1893	351	3815	1649	381	3063	1196	975	4056	278	883	332	1158	4854	333	388	1584	1068	725	1503	241	296	64177
	'40	97	328	1452	279	3702	1322	293	2305	923	700	3415	255	672	306	822	2496	281	325	1088	804	641	1276	247	232	51553
June	'51	151	271	2023	356	4156	2049	337	4176	1910	1875	5389	280	1274	531	1922	7986	510	197	2022	1149	989	1729	339	277	87461
	'50	181	253	2086	791	4202	2550	743	5026	2459	1214	6302	484	1383	523	2622	4234	618	265	2408	1359	1208	1986	484	223	91512
	'49	168	203	1686	586	3548	1622	710	3189	2292	1160	4097	347	1056	860	1718	6764	480	195	1867	1157	918	1802	432	291	79069
	'48	172	274	2478	339	5020	1623	668	3993	2274	1232	4758	374	1021	605	1969	6768	591	334	2517	1263	1193	1948	383	177	87117
	'47	119	243	1507	332	3938	1341	79	3289	1629	1002	4045	233	802	1135	1290	5024	368	290	2006	1363	663	1338	209	252	65458
	'46	218	169	1443	227	3093	1804	342	2210	602	463	3031	252	803	287	1076	2722	161	239	857	622	357	1084	217	192	46488
	'41	131	336	1892	282	3129	1396	361	3187	1844	992	3646	324	748	232	1222	4157	308	275	1764	1074	1269	1836	171	329	62265
	'40	101	242	1276	242	2708	717	296	1982	915	648	2900	192	395	175	797	2519	258	229	1159	767	959	821	187	240	43504
July	'51	215	225	1930	428	3862	2696	738	3494	1910	1341	4388	197	1134	732	1803	7455	463	233	1949	1406	1180	1298	506	226	84021
	'50	219	378	2855	956	5625	3263	925	5838	3237	1102	6070	387	1709	925	3278	11505	595	328	2358	2066	1335	1726	632	248	117040
	'49	157	143	1383	608	3845	2315	753	2679	1901	998	3345	217	974	864	1644	5587	547	201	1409	1119	1055	1512	446	259	76866
	'48	111	261	1841	1079	5411	3310	963	3913	2029	1490	5032	320	1084	965	2041	5908	461	295	2006	2144	1170	2168	456	425	94036
	'47	189	289	1367	421	4762	1856	1119	4112	1400	931	4076	229	868	420	1413	4046	329	296	2014	1175	676	1740	348	331	71647
	'46	74	211	1613	463	4025	1328	342	3148	959	701	3126	243	720	360	872	3946	234	208	1634	992	573	1341	219	192	53657
	'41	133	288	1815	569	4745	2129	352	2962	1079	971	4249	280	746	466	1170	3838	339	231	1794	1165	1048	1864	266	261	67412
	'40	85	219	975	437	3691	1628	361	2274	938	754	3281	226	508	368	1003	2879	280	164	1124	976	738	1688	202	237	50913
August	'51	117	247	2075	376	3706	2539	1118	3517	1873	1120	5790	233	1142	781	2029	8472	619	208	1983	1340	925	3005	422	219	87646
	'50	197	325	3039	1076	5512	4221	1355	5346	2742	1150	7537	364	1455	852	2521	13393	752	304	2943	1731	1377	3017	669	294	126533
	'49	196	170	1645	716	3684	2192	1353	3143	1933	1227	4671	208	1240	746	1967	6716	451	178	1780	1142	1043	2493	326	278	85539
	'48	164	277	2185	414	5329	2516	1014	4331	2026	1695	5616	293	1158	660	2078	5768	726	307	2219	1654	1091	2409	470	283	91923
	'47	137	226	1433	419	4044	1922	1173	3716	1562	981	4075	317	999	444	1687	5199	343	330	1758	1063	694	1843	183	230	75912
	'46	93	213	1836	291	3509	1252	519	3176	1659	808	4042	239	740	263	1899	3462	235	185	1619	973	631	1439	250	217	62820
	'41	98	201	1477	375	3156	1341	654	2677	1281	927	3521	230	673	337	1059	3669	337	172	1467	1078	629	1223	233	243	56191
	'40	122	218	1045	395	2767	1231	657	2114	967	659	3276	196	586	354	1030	3351	363	161	1118	851	668	1466	206	249	48980
September	'51	160	245	1769	664	3710	2947	633	3460	2099	1291	4142	218	1397	457	2058	6707	570	208	1867	1196	699	1369	456	219	84814
	'50	187	227	2540	559	4527	2995	863	4790	2525	2032	4550	268	1118	665	2530	14733	599	211	2217	1198	892	2671	968	300	113784
	'49	179	276	2220	735	3651	2796	1623	3724	2339	1267	4024	264	925	673	2014	7556	505	194	2074	1270	941	2064	444	222	89251
	'48	152	253	2449	557	4529	2214	1249	3541	1868	1453	4778	304	826	664	1820	5493	572	280	2066	1315	1048	1757	452	287	85108
	'47	115	253	1883	342	4313	2050	563	3949	1322	961	3918	260	726	492	1765	4372	370	210	2058	1112	649	1393	171	231	69899
	'46	146	245	1837	405	3388	1246	322	3284	1545	859	3656	246	829	418	1548	5254	325	321	1581	880	735	1270	315	187	69564
	'41	111	148	1111	253	2807	1155	715	2245	1035	653	2452	161	464	221	844	2968	317	154	1167	705	655	795	190	191	43892
	'40	84	206	963	391	2121	838	306	1554	987	522	2232	178	427	218	965	2855	265	143	856	580	546	752	162	172	39224
October	'51	136	260	2231	574	4549	2901	813	4166	1906	1547	4871	255	1249	701	1585	7445	520	345	2020	1257	951	1866	567	245	92281
	'50	136	250	2305	759	5223	3037	677	4298	2207	1866	5384	324	929	630	2390	7297	554	261	1859	1253	975	2412	545	366	101169
	'49	125	165	1942	812	4536	2680	1033	3650	1873	1031	3926	223	1023	676	2216	6404	483	235	1950	1050	775	1211	325	257	86375
	'48	151	261	2059	533	5653	2328	912	4149	1795	1117	5027	325	937	583	1957	5914	373	344	1901	1722	946	1631	350	364	84284
	'47	57	346	2522	517	5992	2378	751	4385	1690	1157	5639	433	932	392	2205	5792	435	463	2117	1200	779	1941	497	350	87167
	'46	104	253	1369	420	4373	1900	428	3634	1407	1471	4597	328	852	502	1748	4957	338	295	2163	1126	848	1881	212	331	74708
	'41	95	135	999	398	3122	1446	400	1805	749	537	2875	195	479	205	800	2395	234	181	1110	596	483	919	166	197	41352
	'40	98	242	1431	391	3278	1461	349	2301	818	490	3311	260	784	210	1154	3171	217	193	1081	669	642	933	210	193	48356
November	'51	168	155	1971	494	3333	1999	587	3059	1918	980	4318	223	1506	483	1432	7458	511	270	1960	1101	836	1993	362	188	76517
	'50	96	240	2246	873	4174	3114	540	3646	2018	1345	5636	241	1085	535	1898	8206	464	194	2044	1209	831	2982	391	297	84167
	'49	100	295	2603	621	3933	2870	771	3327	2209	876	3688	217	1276	592	2133	6767	433	221	2098	1088	760	2520	287	221	79699
	'48	87	207	2224	465	4286	2093	792	3725	1639	992	4571	406	1108	584	1673	4568	411	288	1933	1225	845	2151	370	342	75024
	'47	153	213	2774	533	4401	1947	472	3503	1673	910	3936	325	1192	511	1605	4920	349	269	2214	1114	580	1755	253	246	73737
	'46	65	181	1824	318	4636	1703	376	3884	1594	714	4207	256	893	149	1392	4418	195	254	1493	559	700	1520	217	237	63978
	'41	48	137	1026	243	2315	843	257	1619	762	404	2042	169	594	162	813	2539	177	178	991	321	648	791	128	219	36799
	'40	64	210	1321	306	2722	995	342	2032	1124	480	2550	229	805	215	968	3610	190	196	1294	446	463	1021	169	215	46618
December	'51	150	225	1469	823	3451	2078	415	2572	2329	776	3559	160	1190	390	1300	6031	267	130	1521	722	571	1209	401	175	62596
	'50	154	239	1988	658	3914	2146	411	3833	3017	1185	5555	240	1257	553	1586	6364	402	161	1568	1372	981	2080	487	223	89186
	'49	138	166	2818	734	3439	3565	355	3632	2967	716	3950	222	989	436	1263	6183	359	168	1700	1140	649	2118	582	297	78805
	'48	83	907	1865	633	3921	2383	381	3198	2366	1015	4952	240	1002	548	1139	4006	379	251	1721	1347	762	1692	359	337	70282
	'47	56	301	2362	385	3616	2773	579	2990	2001	873	4965	247	847	542	1094	4689	351	238	1643	979	555	1346	354	277	67690
	'46	88	227	2812	463	4398	2745	368	3352	1937	588	4794	261	1143	600	1133	3024	271	190	2182	1628	639	1805	286	277	69453
	'41	49	174	1415	256	1598	1535	221	2133	1174	537	2400	345	468	134	603	3269	170	167	1067	877	498	920	168	239	41006
	'40	61	213	1623	375	2448	2196	179	2108	1174	567	3234	210	803	253	1073	3617	249	149	1159	1339	510	921	226	238	51095

Another merchandising first for The Saturday Evening POST

POST "ROLL CALL OF OLD CARS" is first industry-wide theme promotion. It's another example of Post merchandising that moves automotive products throughout every channel of distribution. It's further evidence which proves that Post merchandising makes sense to the trade and makes sales for you.

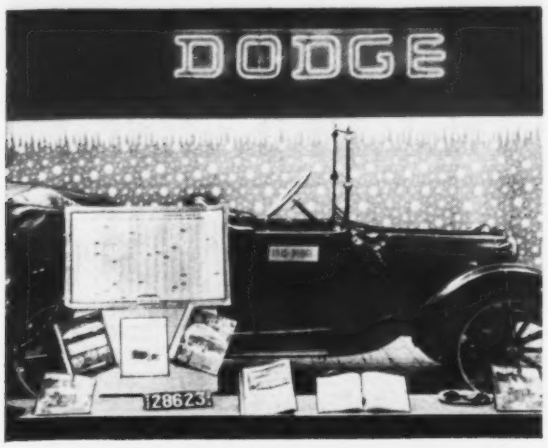
If you visited many automobile showrooms recently, you undoubtedly saw a very effective and unusual promotion. Effective because it made sense and sales. Unusual because it was industry-wide and capitalized on the current interest in old cars by allowing each dealer to build his own promotion around the contrast of his car's first advertisement in the Post with the current one.

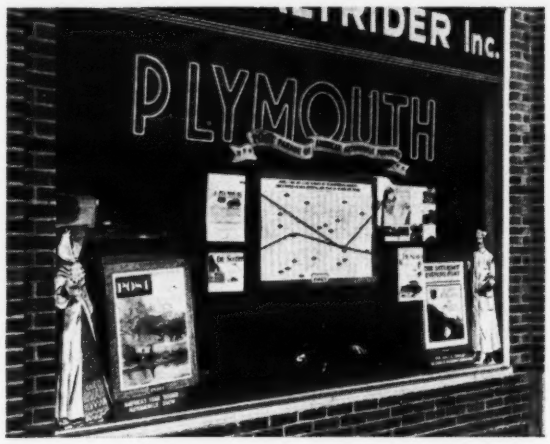
By every standard—showroom traffic, prestige, customer and dealer comment, unsolicited letters—The Saturday Evening Post "Roll Call of Old Cars" was a new and tremendously successful magazine merchandising aid. Despite its importance, however, it was only a part of the over-all Post automotive merchandising program. It was only one phase of a program designed to move Post-advertised products through every channel of distribution, a program that is the most extensive and effective in its field.

Post merchandising has just one "brass tacks" aim—to help Post advertisers sell. It concentrates, therefore, on the practical approach and on the people who can help move Post products. Through hard-hitting monthly trade ads directed to each part of the trade, the Post shows dealers the impact of national advertising in their area and tells them, again and again, why Post-advertised lines are their fastest-selling lines. Direct mail, merchandising aids, the famous Post Key Line Directory, research, and convention activities keep dealers, jobbers and retailers constantly alerted on Post-advertised products.

Result? In survey after survey every important branch of the automotive industry picks the Post. Manufacturers use it as a spearhead of their advertising. Jobbers say they are more apt to see automotive advertising in the Post. Dealers prefer it for the products they sell. Car owners say they pay more attention to, and have more confidence in, automotive advertising when it's in The Saturday Evening Post.

This consistent, industry-wide merchandising program is another reason why the Post carries more automotive advertising to more people than any other magazine.





quotes:

"Very popular with customers and personnel."
Berry Bros. Buick Inc., Philadelphia, Pa.

"This is the best piece of automotive publicity we have seen."
Carl Hayes Co. (Chevrolet), Dallas, Texas

"Congratulations on a fine contribution to the history of the American motor-car industry."
National Automobile Dealers Assoc.

"This office would like 500 copies to supply to members of our association."
South Carolina Dealers Assoc.

"We think your Roll Call is of such marvelous interest that if you would care to forward us 100 copies we would be glad to send one to each of our dealers in the Kansas City Lincoln-Mercury District."
Lincoln-Mercury Division of Ford Motor Co., Kansas City, Mo.

"A contribution to the automotive industry."
Bob Stout's Garage (Dodge-Plymouth), Beaver, Pa.

"Very impressed. Please send us 1,500 more Roll Calls for customers in Atlanta territory."
Genuine Parts Co., Atlanta, Ga.

"Greatly obliged for your historic Roll Call of Old Cars."
Thomas Cadillac-Olds, Inc., Charlotte, N. C.

"Drew great attention."
Nash Motors, San Francisco, California

"A very comprehensive job. Will gladly pay for additional copies of your Roll Call."
City Motor Sales Co., Inc. (Pontiac), Passaic, N. J.

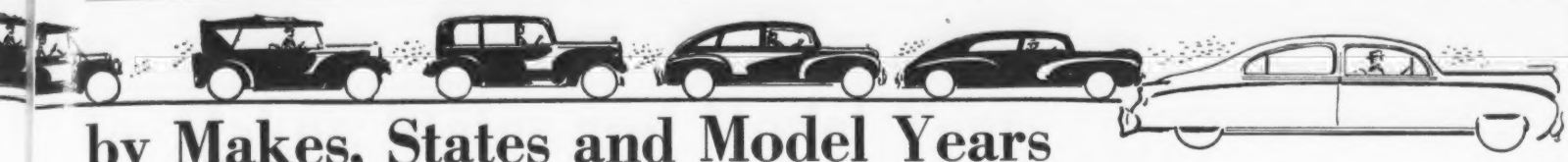
The Saturday Evening POST -gets to the heart of America

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Buick July 1, Total	**26542**	**14703**	**14382**	**303468**	**31087**	**53233**	**7184**	**16064**	**62366**	**40140**	**12270**	**199171**	**76284**	**47788**	**36149**	**33321**	**30587**	**14641**	**38676**	**91670**	**147831**	**58404**	**18236**	**54621**	**10544**
'51	2124	591	1057	14805	2183	2692	712	938	2673	3558	680	15050	5252	3359	2464	1989	1724	725	2199	4264	14438	4197	1633	1712	725
'50	7572	3148	4293	50261	6913	8800	1372	3150	14291	11897	3139	46481	16663	11655	8966	7163	8398	2617	7808	15484	38515	15144	5359	12522	2823
'49	2595	1276	1702	27135	2979	4968	686	1848	6826	4190	1432	24557	8573	5539	4001	3491	3976	1349	4173	10197	17158	5811	2100	6318	1247
'48	1532	983	875	21106	1919	3412	437	1240	4260	2652	873	15757	5647	3340	2419	2193	2074	911	2630	6522	12408	3957	1106	4109	724
'47	1938	1215	1094	23814	2470	4095	543	1553	5567	3088	1013	18701	7078	3630	2884	2648	2560	1069	3250	7902	12274	4094	1378	4647	774
'46	1204	737	642	13437	1381	2457	311	961	3210	1737	534	10337	3962	2055	1572	1560	1470	664	1818	4443	6356	2270	763	2564	456
'45-'42	966	520	408	9640	921	1371	151	350	2001	1162	395	5131	2073	1171	1009	1070	986	363	892	2213	3453	1129	638	1567	275
'41	3216	2007	1480	40819	3718	6106	724	1773	8190	4290	1439	20427	9209	4651	4065	4278	3800	1482	4094	10175	14585	5982	2013	6558	1101
'40	2033	1260	1011	30754	2449	5214	611	1330	5520	2548	925	14951	6283	3555	2658	2906	2190	1518	3490	9280	10194	4494	1186	4566	740
'39	1326	820	636	18614	1720	3781	450	695	3238	1685	550	9240	3510	2689	1882	1971	1418	1003	2242	6208	5770	3337	804	3109	526
'38	781	628	376	14209	1157	2952	322	557	2113	1039	384	6201	2431	1846	1201	1288	791	780	1818	4334	3374	2433	398	2026	335
'37	719	758	396	17886	1642	3580	409	416	2183	948	474	6766	3012	2076	1508	1503	677	899	2127	5131	5268	2593	429	2423	413
'36	311	399	221	10864	942	1972	237	203	1211	512	241	3018	1522	1117	813	716	304	631	1120	3307	2005	1542	202	1274	247
'35	61	94	36	3221	117	360	51	31	256	113	36	608	460	291	197	168	58	152	230	635	359	362	48	306	37
Prior to '35	134	253	89	6730	563	1234	150	90	497	280	147	1478	564	782	490	313	115	475	618	1550	990	1034	102	817	117
Year Not Given	30	14	66	173	13	239	18	929	330	441	8	468	45	32	20	64	46	3	167	25	684	25	77	103	4
Cadillac July 1, Total	**3621**	**2716**	**1836**	**73259**	**4673**	**9478**	**1119**	**3838**	**16668**	**6622**	**1468**	**36045**	**10010**	**4996**	**3544**	**3907**	**5129**	**2133**	**5312**	**15330**	**21985**	**6624**	**2267**	**7840**	**1337**
'51	459	215	249	5300	506	888	148	416	1097	818	178	3880	1288	710	506	418	563	195	489	1095	4813	925	323	477	204
'50	795	467	435	14248	932	1378	296	685	3058	1294	393	7734	2028	1298	949	718	1136	396	959	2586	5376	1529	598	1794	356
'49	650	462	415	12734	831	1440	161	670	3179	1215	345	6794	1872	1060	784	702	1089	361	925	2490	3642	1269	470	1568	300
'48	345	247	146	7310	436	931	95	407	1836	649	140	4173	1074	457	322	346	514	199	564	1519	2044	598	233	851	142
'47	357	337	186	7521	490	1106	106	481	2173	715	128	4536	1164	477	270	431	522	248	670	1805	2147	621	208	846	81
'46	154	150	70	3788	229	584	51	236	1045	396	54	1884	520	197	114	205	248	113	322	909	782	314	82	389	42
'45-'42	135	88	43	2221	163	320	27	97	437	202	26	985	262	105	87	144	158	65	164	521	478	183	59	218	24
'41	439	426	168	10866	611	1498	123	441	2244	811	115	2806	1094	391	305	539	599	291	629	2199	1630	682	180	1013	100
'40	111	73	38	2478	120	293	25	102	473	138	27	718	233	72	44	99	103	59	138	520	301	118	29	189	23
'39	77	65	28	1915	111	263	23	81	314	116	18	593	147	67	55	97	80	56	134	449	250	131	34	169	24
'38	38	46	22	1315	77	186	15	48	238	57	16	324	96	32	39	44	38	42	79	329	171	64	12	107	8
'37	38	67	17	1294	82	267	21	35	235	76	9	308	130	52	33	83	41	42	110	474	146	80	13	88	10
'36	15	27	4	960	46	127	13	20	113	32	10	148	52	32	22	39	16	33	50	254	76	58	8	68	10
'35	1	11	1	345	5	19	2	5	16	5	3	18	8	9	3	9	1	4	5	44	12	9		6	2
Prior to '35	4	33	6	919	27	131	11	10	57	41	5	78	31	32	8	22	15	27	39	129	46	40	10	35	11
Year Not Given	3	2	8	45	7	47	2	104	153	57	1	66	11	5	3	11	6	2	35	7	71	3	8	22	
Chevrolet July 1, Total	**141128**	**46212**	**79292**	**766847**	**101968**	**113440**	**21238**	**31004**	**154856**	**166896**	**41897**	**477126**	**265633**	**224430**	**173463**	**154081**	**128319**	**47511**	**118349**	**215550**	**446949**	**234305**	**84559**	**263606**	**40281**
'51	9089	2629	5024	43486	6304	8764	1955	3862	10370	14010	2301	45554	21150	13784	9645	9079	8820	3351	8639	14918	53084	15606	6084	9898	2915
'50	19738	6342	10960	100811	12222	15986	3939	6648	26641	24842	5442	81390	38747	28121	21280	18390	21788	5733	17512	30267	88305	28868	11980	35043	6332
'49	14322	5057	8357	78103	9787	12056	2128	5006	19129	17796	4789	63071	31212	23463	17018	14457	16548	4621	13959	24450	59580	22389	9121	28245	4725
'48	10755	2868	5994	51230	7286	8295	1443	3113	11688	11933	2846	41735	20993	16997	12466	10657	10820	3307	9584	16751	35713	16385	6487	20796	3104
'47	10440	2993	5636	48614	7615	7578	1325	2589	11492	11830	2963	38060	19774	16439	12656	10496	10316	2932	8645	15241	31461	15578	5980	18343	2925
'46	6852	1870	3595	29506	4449	4889	788	1345	7132	7679	1902	22043	11713	9043	7457	6829	5915	1951	5325	8894	17089	9386	3887	10658	1684
'45-'42	4938	1424	2503	18574	2763	2736	404	487	4495	5472	1185	10297	6524	5321	4542	4418	3821	1210	2720	4611	9872	5466	2818	6145	958
'41	18914	5313	9589	89172	11400	12163	1895	2097	17267	19612	4501	43291	27616	21703	19340	18418	14286	4992	11835	22237	38967	22757	9898	27377	3824
'40	12546	3694	7161	64168	7991	9498	1627	1374	12421	14473	3445	33556	20894	17572	13371	13943	9849	4101	9585	17452	28616	17895	7156	22949	3053
'39	9785	2718	5478	42628	6806	6652	1090	778	8172	10794	2395	23259	13009	15173	10257	10117	6974	3062	6509	13646	18331	13677	5545	17298	2249
'38	5020	2099	3270	33767	4795	4440	788	459	5118	5124	1813	17059	9927	12513	9281	7403	4722	2215	4613	9174	11108	13529	3355	13165	1433
'37	8070	3192	4362	50273	7075	7864	1359	580	7570	8108	2957	23418	16988	15799	12293	11563	5432	3300	7690	15712	22209	16975	4443	17502	2258
'36	5526	2652	3429	46581	6185	5528	1074	402	6114	6212	2505	17266	14287	12871	10597	8449	4553	2963	5444	11377	15727	15709	3694	15464	2225
'35	1933	1417	1320	23747	2256	2157	452	164	2384	2673	1003	5791	5484	4728	4248	3452	1484	1202	2013	4634	4471	6496	1365	6294	882
Prior to '35	3078	1892	2286	45629	4984	4278	922	198	4096	4398	1811	10409	7184	10735	8851	6064	2873	2556	3788	6148	8043	13533	2433	13962	1704
Year Not Given	122	52	328	558	50	556	49	1902	767	1940	39	927	131	168	161	346	118	15	488	38	4373	56	313	467	10
Chrysler July 1, Total	**9148**	**5820**	**4888**	**124265**	**12772**	**17356**	**2140**	**6068**	**23986**	**11723**	**4663**	**66963**	**27652**	**18603**	**14066**	**12943**	**10078**	**4591**	**15210**	**31085**	**45323**	**25045**	**6283**	**20202**	**4739**
'51	568	214	298	7427	814	1084	204	440	889	821	222	5534	1848	1278	763	669	609	261	851	1764	4236	1659	451	465	262
'50	1595	709	858	16031	1820	2465	271	1051	3681	2163	685	10670	4102	3215	2182	1762	1814	692	2086	4131	8033	4220	1244	3100	713
'49	1247	558	778	11248	1553	1994	235	815	3188	1581	600	9731	3715	2781	2138	1624	1520	552	1884	3860	6269	3547	938	3066	622
'48	968	503	579	9418	1319	1366	189	600	2335	1374	502	7113	2601	2004	1645	1265	1366	454	1383	3043	4619	2497	851	2275	463
'47	870	564	421	9396	1130	1381	159	497	2298	1119	463	6342	2536	1766	1441	1175	1065	385	1232	2705	4356	2220	688	1932	445
'46	690	431	297	7479	798	1162	129	397	1765	716	292	4560	1834	1126	807	754	568	304	958	2200	2746	1450	359	1260	291
'45-'42	268	199	124	4269	344	492	48	165	882	334	122	1580	763	387	324	360	326	106	366	847	1053	636	144	521	102
'41	1084	969	547	20861	1695	2498	262	777	3669	1432	556	8005	3567	1895	1499	1597	1138	511	1973	3916	5250	2748	594	2408	566
'40	704	453	339	10593	970	1335	159	355	1819	699	324	4188	2095	1114	978	1008	556	358	1215	2318	3105	1520	352	1483	324
'39	417	316	194	7413	622	931	114	228	1081	426	191	2886	1238	814	596	697	390	222	869	1772	1730	1085	205	1005	211
'38	213	211	128	4266	302	560	75	115	565	240	163	1561	774	500	388	474	228	185	534	1077	840	710	115	655	151
'37	254	346	148	6682	657	987	145	129	866	327	274	2682	1393	806	602	753	277	273	941	1971	1559	1304	155	889	275
'36	127	145	72	3998	337	405	60	59	378	147	113	980	549	349	276	305	91	95	366	668	491	557	55	453	146
'35	39	67	28	1679	124	192	27	11	157	61	50	367	235	183	138	189	26	47	179	320	219	276	30	194	61
Prior to '35	94	128	58	3452	280	421	58	33	298	139	103	643	391	371	278	281	91	142	311	482	403	613	83	442	106
Year Not Given	10	7	19	53	7	83	5	396	115	144	3	121	11	14	11	30	13	4	62	11	414	3	19	54	1
Crosley July 1, Total	**552**	**361**	**312**	**5007**	**561**	**938**	**90**	**196**	**3577**	**1043**	**138**	**3478**	**2251**	**815**	**1026**	**1058**	**914**	**335**	**847**	**2031**	**2090**	**821**	**533**	**1368**	**94**
'51	12	22	25	149	74	73	18	8	298	63	3	213	118	33	42	37	32	37	45	137	101	25	32	24	3
'50	71	38	43	405	143	127	24	9	660	97	12	342	173	56	85	69	152	44	86	210	163	33	68	88	8
'49	62	47	44	687	70	124	8	17	465	192	14	505	288	133	194	109	189	45	117	286	309	104	81	177	21
'48	122	150	113	2147	131	271	19	66	941	370	39	1832	971	416	501	434	347	95	310	860	837	387	201	711	34
'47	196	94	65	1452	121	270	15	60	925	239	61	457	614	147	167	327	135	79	226	359	577	243	103	299	24
'46	65	6	16	49	16	11	2	1	103	46	6	54	21	7	20	34	37	18	21	80	53	3	37	36	3
'45-'42	10	1		28	1	14	1	3	47	12	1	21	7	2	3	8	6	4	8	38	13	7	3	4	
'41	8	1	2	47	1	27	2	3	54	9		19	17	4	6	13	4	6	7	39	15	5	2	7	
'40	5		1	4		5		1	17	2	1	5	8	2	1	8	4	2		6	5	1	3	8	
'39		1	2	10		8			16	1	1	21	12	11	6	4	2	4		10	8	12	1	4	
Year Not Given	1	1	1	29	4	8	1	28	51	12		9	22	4	1	15	6	1	27	6	9	1	2	10	1
DeSoto July 1, Total	**5935**	**4086**	**3623**	**99556**	**6880**	**13927**	**1526**	**3707**	**15142**	**8259**	**3442**	**52243**	**22182**	**11296**	**8571**	**7732**	**7191**	**3686**	**10087**	**25920**	**35480**	**15779**	**3408**	**15924**	**2667**
'51	338	107	244	4280	621	719	128	251	487	477	145	3842	1324	733	386	407	452	212	504	1496	2828	982	227	388	138
'50	1012	423	915	11012	689	1777	240	624	2287	1505	501	8593	3559	2164	1414	1170	1576	551	1500	3707	6725	2936	820	2650	490
'49	831	465	610	10848	811	1583	183	517	2074	1081	515	7786	2954	1624	1196	957	927	448	1349	3632	5592	1900	499	2258	418
'48	637	434	332	8834	610	1137	129	399	1619	1066	381	5911	1924	1158	875	694	825	398	956	2778	4044	1258	398	1495	287
'47	428	441	248	8772	581	1072	116	329	1626	766	293	4914	1804	1030	741	605	861	370	899	2352	3215	1187	264	1310	257
'46	457	289	227	6801	473	973	95	251	1286	625	237	3605	1427	796	551	536	423	246	685	1926	2460	987	197	998	198
'45-'42	204	177	110	3251	213	323	30	100	488	278	99	1094	595	267	267	220	269	82	221	595	731	399	116	407	50

(Continued on Page 70)



by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Buick	**July 1, Total**	**23656**	**4457**	**9785**	**123505**	**11851**	**302173**	**47154**	**8074**	**181030**	**35688**	**35090**	**192081**	**17003**	**21361**	**10971**	**36347**	**129817**	**14821**	**7008**	**42447**	**45792**	**23132**	**65613**	**6994**	**2835212**
	'51	1930	240	732	5577	1103	18177	3188	587	9592	2243	1402	12548	587	1723	993	2075	9562	927	302	2798	2792	1034	4917	359	177132
	'50	6360	904	1606	23195	3376	57043	12735	2276	38353	8305	6803	42294	2739	5751	2883	10062	39708	3551	1238	8824	8940	3122	13259	1742	619503
	'49	2699	476	1031	13013	1333	33103	5485	1019	20625	4325	3191	21104	1562	2322	1215	3815	14388	1612	670	5633	4402	2627	7256	964	307997
	'48	1518	344	662	8064	769	21155	2971	570	13798	2547	2463	13229	1039	1419	717	2437	8804	981	455	3596	3313	1640	4576	538	200691
	'47	1660	381	687	10667	905	25944	3924	678	17065	2776	2962	15640	1350	1486	811	2924	10853	1213	467	3743	3927	2074	5194	540	237150
	'46	870	200	462	6197	531	14656	2159	358	9513	1549	1777	8398	863	846	450	1661	6172	736	318	2175	2296	1315	2922	299	133624
	'45-'42	567	143	211	2950	398	6749	1366	224	5086	961	1114	4115	605	576	259	1222	4660	512	134	770	1478	788	1541	215	76499
	'41	2184	563	997	13581	1211	31113	5545	678	21676	3862	4960	19217	2030	2731	983	4644	14828	1875	749	4645	6383	3172	7043	741	321593
	'40	1623	400	985	11582	815	27552	3504	535	16221	2722	2934	16866	1922	1662	744	2569	8158	1162	732	3613	3743	2464	5465	552	240191
	'39	1173	219	622	7791	456	18003	2315	337	9662	2113	2026	10157	1365	1014	536	1952	4542	686	502	2308	2588	1571	3967	339	153468
	'38	789	150	446	6379	284	14556	1482	247	5854	1343	1431	8312	806	599	374	1016	2895	482	389	1522	1696	1141	2706	194	108867
	'37	915	217	553	7473	379	16645	1331	212	7917	1492	2020	10099	997	611	421	1043	2685	583	423	1522	2294	1215	3478	256	129017
	'36	615	108	413	3784	153	9877	661	123	3282	779	1060	5613	584	307	265	498	1233	298	324	718	1059	579	1764	150	69178
	'35	145	19	94	821	37	1966	170	60	690	240	190	1006	151	93	89	96	288	32	61	281	174	103	399	29	15521
	Prior to '35	585	86	260	2359	80	5490	307	161	1547	390	686	2719	380	197	220	194	584	159	243	284	699	287	1076	73	38678
	Year Not Given	23	7	24	72	21	144	11	9	149	41	71	764	23	24	11	139	457	12	1	15	8		50	3	6103
Cadillac	**July 1, Total**	**2484**	**1543**	**1168**	**22314**	**1855**	**56483**	**6284**	**696**	**26284**	**5380**	**4380**	**27640**	**3154**	**3126**	**971**	**4844**	**24020**	**2067**	**771**	**5485**	**6506**	**2662**	**7461**	**847**	**470182**
	'51	448	139	116	1733	238	6184	762	104	2725	607	281	2953	233	437	191	469	2781	219	62	641	651	220	907	92	49353
	'50	611	344	280	3673	457	10304	1380	194	5079	1153	992	5594	555	702	267	989	6140	433	136	1174	1242	289	1396	215	95037
	'49	503	272	158	3848	366	9738	1226	180	4771	996	837	4949	532	578	206	843	4770	414	162	911	1237	542	1374	206	85047
	'48	235	132	105	2407	150	6070	635	68	2914	559	473	2868	324	276	77	478	2278	206	79	551	671	318	844	83	48379
	'47	216	182	118	2863	158	7201	657	58	3217	551	425	3163	385	306	66	588	2327	213	81	623	609	327	833	91	52884
	'46	87	78	64	1355	97	3299	309	23	1505	282	237	1543	147	173	32	289	1070	112	37	289	420	237	336	31	24930
	'45-'42	58	51	37	735	50	1620	218	9	741	112	145	752	123	95	18	155	665	54	18	95	207	119	207	10	13506
	'41	196	219	119	2961	196	6540	717	34	3042	563	537	3034	431	344	62	689	2580	219	99	700	817	334	848	61	56542
	'40	31	27	45	650	42	1443	108	6	594	162	85	686	104	55	16	104	539	51	20	186	135	82	237	12	11944
	'39	24	34	43	605	27	1302	91	4	580	119	97	630	100	60	7	88	326	39	20	120	120	63	164	12	9972
	'38	17	13	22	396	16	793	54	4	304	92	60	361	56	26	4	41	167	35	9	65	70	33	87	9	6177
	'37	18	20	32	517	29	1023	63	4	432	68	69	538	73	39	7	56	145	31	25	76	123	58	101	13	7311
	'36	13	17	12	257	15	496	40	2	212	60	59	247	46	19	8	20	82	11	11	20	77	23	70	3	4053
	'35	3	1		41	1	76	2	1	33	9	12	47	9	4		4	11	7	2	4	10	3	9	2	834
	Prior to '35	18	12	11	251	9	347	21	4	108	45	62	195	34	6	8	12	40	21	10	26	114	14	37	7	3179
	Year Not Given	6	2	6	22	4	47	1	1	27	2	9	80	2	6	2	19	99	2		4	3		11		1034
Chevrolet	**July 1, Total**	**21724**	**10348**	**31055**	**261644**	**43906**	**603958**	**214900**	**48451**	**518526**	**160176**	**117431**	**519508**	**46128**	**122746**	**55251**	**168038**	**529024**	**45172**	**19529**	**168937**	**155889**	**96782**	**231003**	**23505**	**8852571**
	'51	6970	706	2292	18469	3408	51038	13482	2743	39169	9479	5209	40964	2814	8066	3782	9189	36989	2780	1200	10555	10587	4697	13798	1229	629936
	'50	14502	1574	4418	38424	6116	95773	28764	6221	84250	22617	15199	83343	6073	14986	6495	22764	87715	5982	2623	27384	22553	8467	26286	3512	1303368
	'49	11048	1164	3026	30708	4633	73466	22481	5418	64890	16876	12348	62834	4750	12264	5056	17726	63605	4738	1978	20187	18397	10188	22744	2848	1002762
	'48	9024	649	2039	20880	3436	49035	15688	3953	43545	12901	7921	42787	3121	8706	4217	13218	42252	3210	1403	14033	11832	7615	16359	1998	683068
	'47	9281	611	1925	19032	3684	43470	15735	3942	39942	12349	8062	37227	3099	8746	4666	12372	41846	3248	1313	12562	10993	7434	15265	1847	640572
	'46	5167	391	1154	11995	2205	26722	10439	2369	22856	6958	4997	22440	1813	5652	2723	7583	24627	1962	843	7761	7003	4713	8820	1080	384154
	'45-'42	3315	319	573	5843	1585	12612	6335	1355	13296	3983	3275	10667	1379	3803	1582	5340	17547	1294	420	2677	4580	2876	5122	622	224104
	'41	13388	1100	2880	26584	5224	54837	26344	5357	54048	17052	12922	50271	4598	15857	6054	22446	60851	5244	1866	16833	17741	11025	23807	2345	937138
	'40	9227	839	2449	21748	3354	45001	18499	3809	40183	13261	9279	40244	4044	11643	4323	15010	39675	4041	1696	13709	11543	8735	18707	1800	701209
	'39	7821	569	2007	14881	2574	31397	14762	2656	25257	10001	6873	27430	3095	8588	3526	11022	27243	2778	1197	9885	8100	6394	13839	1376	499673
	'38	6111	446	1413	11332	1777	23616	9098	2260	15995	8023	5249	18873	2022	4673	2756	6249	19844	2031	985	6459	5717	4249	12037	946	358351
	'37	8076	639	2217	16429	2227	35636	13532	2671	30426	9398	8921	33067	3638	7068	3434	9599	22776	3378	1416	9918	10350	7907	18663	1347	539725
	'36	7065	554	1890	11662	1783	27981	8798	2017	22602	8245	8106	22121	2616	5359	2825	7141	18976	2451	1111	7766	8339	6453	16824	1160	430679
	'35	3139	241	908	4569	653	10726	4590	1137	8089	3680	2856	8018	1215	2617	1186	3051	7679	524	451	3865	2942	2226	6344	494	173250
	Prior to '35	7464	539	1812	8954	1159	22356	6316	2520	13631	5092	5985	16056	1809	4537	2545	4776	15726	1495	1025	5261	5194	3781	12184	888	322960
	Year Not Given	126	7	52	134	88	292	37	23	347	261	229	3166	42	181	81	552	1673	16	2	82	18	22	204	13	21622
Chrysler	**July 1, Total**	**10260**	**2220**	**2876**	**45420**	**4584**	**106775**	**13949**	**3927**	**69132**	**11618**	**15134**	**86954**	**6282**	**5991**	**4498**	**11479**	**41734**	**5268**	**2277**	**15495**	**19426**	**9969**	**22747**	**2797**	**1046424**
	'51	796	121	231	2263	345	7061	818	271	3451	552	544	5168	285	379	357	460	2477	310	97	1083	1183	487	1676	146	64192
	'50	1834	367	443	6546	756	14640	2196	826	10320	1714	1991	12613	898	937	715	1953	7860	737	323	2491	3049	544	3139	432	156617
	'49	1486	229	312	5527	681	12893	1798	727	9078	1551	1525	10737	712	776	732	1627	6649	689	269	2123	2232	1399	3096	423	133315
	'48	1177	226	296	4325	511	9725	1208	523	6427	1338	1126	7624	505	630	518	1294	4817	524	218	1665	1724	1040	2310	370	100853
	'47	1109	231	240	3745	460	8957	1150	416	6062	1187	1162	6914	475	518	455	1060	4431	525	190	1460	1594	893	2070	268	92158
	'46	609	162	169	2952	303	6820	807	222	4769	734	876	5254	401	391	257	730	2741	306	137	1045	1154	795	1321	174	66502
	'45-'42	250	80	65	1218	154	2810	438	71	2089	398	439	2010	186	180	85	304	1275	199	39	256	546	297	526	74	28751
	'41	883	314	281	6059	514	13615	2040	251	9449	1408	2371	11054	780	836	417	1511	4726	674	260	1992	2855	1345	2644	321	136617
	'40	589	133	216	3516	285	7991	1100	145	5451	855	1211	7046	499	458	246	847	2409	364	157	1177	1347	870	1534	176	76986
	'39	368	88	148	2645	186	5941	765	88	3438	551	1102	4967	387	284	181	502	1464	269	118	681	872	538	1091	112	52439
	'38	272	49	105	1727	92	4189	399	69	1737	360	571	2933	184	151	123	339	886	152	81	424	594	336	703	75	31581
	'37	337	112	177	2541	144	6178	610	110	3932	451	962	5504	523	217	193	422	943	278	140	532	1101	734	1255	108	52199
	'36	182	46	74	1012	58	2489	265	56	1335	235	483	2099	181	80	85	178	393	116	80	270	398	290	597	42	22266
	'35	92	21	37	454	23	1161	137	32	550	113	248	962	84	54	29	67	172	53	58	96	235	138	292	27	10034
	Prior to '35	269	40	79	860	60	2235	214	116	996	156	504	1802	175	90	98	145	342	69	110	191	532	262	474	47	19567
	Year Not Given	7	1	3	30	12	70	4	4	48	15	19	267	7	10	7	40	149	3		9	10	1	19	2	2347
Crosley	**July 1, Total**	**395**	**42**	**215**	**2470**	**415**	**4807**	**1001**	**112**	**4381**	**514**	**783**	**2909**	**298**	**583**	**141**	**1869**	**2878**	**267**	**210**	**1433**	**735**	**1013**	**817**	**99**	**58823**
	'51	30	5	14	120	42	232	85	2	251	11	32	193	17	35	1	117	142	9	23	44	87	36	36	1	3189
	'50	25	4	19	176	89	462	200	24	493	30	54	319	28	73	9	258	366	33	42	118	160	115	60	9	6372
	'49	47	3	34	379	80	703	89	15	521	71	112	369	44	77	19	239	331	62	27	184	126	148	122	12	8102
	'48	132	17	93	832	142	1935	249	33	1803	238	350	1286	119	173	73	698	1268	130	74	471	216	343	421	38	23439
	'47	103	13	42	844	50	1178	302	30	1154	105	200	556	45	164	22	434	647	29	37	478	124	310	146	33	14301
	'46	36		5	34	8	83	53	4	30	40	7	101	14	38	9	76	40	3	6	80	8	35	14	4	1473
	'45-'42	7		2	34	2	73	7	1	22	5	14	43	9	14	2	14	21			29	1	9	5	1	557
	'41	9		2	26	1	78	8	2	50	6	5	27	13	4	1	8	16		1	23	8	10	3		599
	'40	2			8		18			35		5	1	2	1		10	12			4	5	1		1	194
	'39	3			12	1	23	6	1	17	6		2	2	2	2	1	16			2		4	8		242
	Year Not Given	1		4	5		22	2		5	2	4	12	5	2	3	14	19	1				2	2		355
DeSoto	**July 1, Total**	**4940**	**1430**	**2273**	**31133**	**2397**	**88778**	**10144**	**2578**	**54949**	**8000**	**11917**	**64379**	**4334**	**4809**	**2621**	**8493**	**24960**	**4846**	**1596**	**11436**	**16726**	**6253**	**18470**	**1730**	**777441**
	'51	311	48	114	1395	160	6167	642	184	2179	505	376	3521	169	334	232	398	1284	230	53	582	909	207	1025	57	42798
	'50	884	211	260	4523	438	14273	2045	620	7883	1507	1451	10260	757	1014	529	1798	5205	593	216	1857	2162	352	2277	270	120225
	'49	629	177	220	4035	295	12146	1570	439	7011	1032	1485	8796	572	702	365	1191	3593	628	194	1590	1979	794	2526	267	103294
	'48	511	144	268	2890	254	9877	993	334	5228	868	1013	6125	382	491	326	825	2738	437	154	1311	1493	604	1913	195	77953
	'47	456	135	199	2838	233	9228	852	179	5002	703	1046	5600	340	407	229	687	2374	398	132	1069	1385	570	1739	164	70446
	'46	377	92	183	2109	171	6465	797	157	4003	570	824	4314	241	319	188	552	2046	376	122	885	1147	521	1231	124	54563
	'45-'42	130	43	50	700	110	1597	300	59	1450	255	318	1332	100	174	60	265	911	165	40	205	659	163	392	50	20114

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 68)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
DeSoto	'41	690	509	277	13964	834	1662	149	411	1950	893	396	5064	2606	1017	942	821	669	348	1080	2890	3344	1550	270	1744	240
	'40	476	273	207	7784	515	1168	113	241	1071	491	236	3554	1779	647	552	600	422	273	806	1817	2094	1087	218	1229	172
	'39	347	263	161	5923	419	927	86	157	730	329	173	2522	1192	540	434	487	269	205	606	1565	1327	895	155	1053	110
	'38	176	163	79	3818	256	647	66	46	401	208	104	1331	646	298	325	260	176	139	362	864	667	660	75	596	61
	'37	202	266	114	6382	500	1063	110	89	607	258	200	2454	1332	535	485	532	161	267	660	1514	1402	1134	89	988	110
	'36	67	131	39	3679	180	394	36	19	223	100	77	793	478	229	196	196	56	49	210	409	363	417	33	347	71
	'35	21	58	22	1684	70	148	16	10	81	39	35	275	204	110	86	74	31	28	94	142	150	179	12	133	23
	Prior to '35	38	86	26	2474	102	260	25	6	147	58	47	396	350	133	117	151	68	68	119	222	249	203	23	299	42
	Year Not Given	11	1	12	50	6	74	4	257	65	85	3	109	8	15	4	22	6	2	36	11	289	5	12	29	
Dodge	**July 1, Total**	**23804**	**11051**	**13867**	**218091**	**23579**	**39985**	**5166**	**13431**	**47777**	**31623**	**9677**	**150850**	**62923**	**44365**	**30926**	**30899**	**27079**	**12522**	**33349**	**77016**	**114004**	**47295**	**12630**	**49669**	**9015**
	'51	1170	316	758	8424	1021	2307	520	849	1829	1949	416	10579	3306	2498	1434	1513	1179	604	1769	3296	8753	2951	769	907	460
	'50	3739	1272	2410	18996	3341	4746	776	2103	7076	5296	1130	22617	8451	6954	4602	3549	4123	1518	4263	8999	17000	7369	2265	6619	1330
	'49	3104	1144	1929	19249	2299	4162	516	1717	6227	4140	1319	20464	7724	6294	3851	3416	3842	1332	3839	8742	14355	5580	1913	6294	1248
	'48	1963	762	1271	16161	1758	3147	382	1471	4266	2992	782	14881	5330	3658	2501	2193	2948	1121	2969	6907	10765	3750	1354	4484	838
	'47	1861	877	1021	17274	1982	3482	414	1571	4749	2811	850	15275	5804	3721	2650	2444	2418	1146	3102	6992	10971	3874	1052	4214	874
	'46	1392	653	767	12346	1315	2396	282	857	3183	1998	621	10016	3914	2383	1739	1738	1541	757	2134	4567	7028	2718	791	2948	575
	'45-'42	878	399	535	5854	694	927	97	288	1501	958	301	3217	1618	956	845	859	1154	322	732	1838	2751	960	415	1193	205
	'41	2493	1204	1065	21967	2259	3508	387	1147	5079	2664	868	11638	5575	3452	2654	2645	2539	1092	2833	7233	10354	3320	956	4006	705
	'40	2141	897	1033	16881	1639	2730	351	765	3623	2273	682	10308	4717	2860	2134	2403	1942	892	2401	5969	8489	3080	891	4084	564
	'39	1707	736	831	16077	1633	2579	276	596	2908	1893	572	8393	3610	2750	1799	2133	1629	784	1964	5686	6233	2871	643	3833	457
	'38	723	412	373	8948	746	1490	169	257	1446	807	296	3852	1829	1402	1060	1203	858	527	1168	2854	2186	1722	349	1571	261
	'37	1249	986	783	19447	1950	3960	427	424	2602	1531	722	9383	4714	2866	2367	3005	1234	1054	2865	6848	6834	3918	498	3793	512
	'36	811	794	546	17865	1520	2378	302	315	1823	1052	573	5997	3443	2153	1631	1950	902	690	1866	4374	4389	2623	348	2739	497
	'35	258	302	215	9843	640	901	117	97	615	366	283	1963	1597	1088	766	855	336	262	631	1369	1200	1194	151	1208	244
	Prior to '35	289	285	283	8631	764	1081	134	84	654	502	258	1939	1271	1300	857	919	413	419	698	1320	1324	1354	182	1679	240
	Year Not Given	26	12	47	128	18	191	16	890	196	391	4	328	20	30	36	74	21	2	115	22	1372	11	53	97	5
Ford	**July 1, Total**	**118532**	**37353**	**74585**	**653816**	**79837**	**78649**	**14318**	**23295**	**147548**	**184717**	**31820**	**365886**	**191616**	**190788**	**137715**	**119932**	**122472**	**34237**	**75803**	**170433**	**436604**	**209981**	**81765**	**182616**	**31359**
	'51	8034	1982	3865	36037	5335	6604	1596	2834	8727	11474	1774	34996	15587	11316	7775	7553	7736	2416	6672	11531	51138	13158	4750	6297	2302
	'50	17765	5381	9952	85698	10212	12659	3237	5666	24230	23183	4372	72750	31929	26870	18635	16566	19782	4464	14174	27528	87361	26916	11359	29502	4765
	'49	15106	5196	8906	79963	10095	11261	1726	4720	22459	21430	4575	67093	29765	26970	17812	15031	18403	3971	11825	24406	75107	24410	10350	27360	4595
	'48	4003	1039	2379	17843	2440	2217	341	915	5316	6245	1018	13263	6054	5845	4038	3517	5186	1029	2348	5787	13775	5229	2937	5873	968
	'47	6054	1824	3658	37649	4128	3543	617	1388	8619	9740	1909	20943	10668	8572	6747	5900	7205	1671	4246	9570	24122	8206	4337	9309	1580
	'46	7881	2173	5023	26956	4825	4081	733	1258	9020	12876	1720	21445	9798	9904	7644	6452	9210	1997	4319	10547	22832	10613	6325	9874	1822
	'45-'42	3078	867	2056	10649	1721	1302	181	327	3954	4712	676	6391	3438	3406	2665	2650	3339	668	1214	3143	7262	3564	2544	3256	629
	'41	13277	3192	7889	52258	6955	6278	903	1182	14134	19823	2622	25043	14936	15274	12034	10400	13050	2685	5381	14091	33268	16676	9524	14670	2556
	'40	9743	2260	5691	39331	5526	4868	723	728	10202	18485	2054	19109	11629	12752	8761	7875	8929	2405	4017	11556	22745	12893	6608	11422	1938
	'39	6340	1644	3929	29853	4281	3540	543	575	6836	10907	1576	14408	8293	10751	6596	6252	6436	1779	2958	8628	16251	10361	4523	8799	1393
	'38	2653	1198	1936	21638	2800	2537	372	349	4089	4446	995	8548	5418	7332	4496	3579	3402	1282	1896	6351	7523	8765	2052	5735	915
	'37	4981	2216	3240	35587	4868	5294	829	631	7148	7398	1876	16136	11857	10633	7844	7328	4652	2108	4475	11783	20986	15748	3350	10586	1636
	'36	5732	2220	4116	40366	4672	4662	743	438	6678	9395	1808	12222	8326	8703	6832	6924	4058	2149	3640	10562	15227	11730	3518	9353	1721
	'35	2865	1345	2324	30136	2632	2805	457	286	3438	4445	1022	7188	6071	6605	4830	4141	1954	1292	2196	5812	7665	9464	1924	6696	1152
	Prior to '35	10904	4765	9243	109471	9302	6688	1285	404	11987	17745	3782	25619	17764	25764	20910	15449	9003	4313	6215	9083	25559	32181	7331	23584	3377
	Year Not Given	116	51	378	381	45	310	32	1594	711	2413	41	732	83	91	96	315	127	8	227	55	5783	67	333	300	10
Frazer	**July 1, Total**	**1477**	**690**	**917**	**10904**	**1489**	**1240**	**342**	**454**	**2911**	**1473**	**1135**	**12555**	**4799**	**4748**	**3088**	**1687**	**1850**	**567**	**1468**	**2315**	**9306**	**3809**	**890**	**2976**	**869**
	'51	82	34	37	450	70	120	1	16	133	76	38	968	293	241	200	71	112	37	152	165	560	414	43	192	26
	'50	18	4	25	167	19	11	30	5	64	22	17	249	76	45	69	34	19	15	17	49	103	100	11	33	16
	'49	257	92	206	1098	182	116	55	54	445	273	208	2143	775	889	477	278	366	117	237	266	1492	760	174	464	163
	'48	470	228	322	3126	576	356	103	134	920	454	404	4620	1721	2245	1146	537	668	112	432	617	3237	1357	322	1175	324
	'47	637	330	316	5617	637	625	150	198	1312	611	456	4486	1855	1307	1178	743	672	282	614	1202	3807	1164	322	1050	338
	Year Not Given	13	2	11	446	5	12	3	47	37	37	12	89	79	21	18	24	13	4	16	16	107	14	18	62	2
Graham	**July 1, Total**	**36**	**130**	**35**	**3371**	**205**	**424**	**15**	**25**	**374**	**88**	**73**	**637**	**314**	**278**	**140**	**125**	**53**	**177**	**147**	**628**	**565**	**493**	**16**	**315**	**56**
(GP-Jew)	'41	2	8	3	222	9	8		2	19	3	5	56	11	4	2	7	1	4	2	12	27	9	1	10	3
	'40	3	3	1	192	9	13	1	1	29	18	2	45	19	23	7	7		9	9	46	33	14	2	20	4
	'39	4	16	2	379	26	64	3	1	56	8	4	82	52	24	22	8	9	23	15	96	55	32	5	47	6
	'38	3	8	2	362	7	11		2	46	6	8	41	26	25	9	10	4	16	9	54	35	58		15	
	'37	8	26	14	667	43	141	5	8	89	23	24	177	54	65	34	29	12	51	46	212	141	119	3	63	11
	'36	6	27	5	565	35	55	1		61	6	11	78	59	51	11	23	8	26	16	85	77	93	2	38	12
	'35	1	18	2	270	22	59		3	27	10	9	56	28	23	17	19	7	21	13	37	43	33		28	11
	Prior to '35	5	23	5	707	49	61	4	7	41	12	9	98	57	62	37	21	8	27	27	84	97	135	1	90	9
	Year Not Given	4	1	1	7	5	12	1	1	6	2	1	4	8	1	1	1	4		10	2	57		2	4	
Hudson	**July 1, Total**	**8730**	**4898**	**4390**	**86591**	**12715**	**12771**	**1582**	**4159**	**19535**	**10715**	**5220**	**68776**	**29769**	**17715**	**14737**	**9779**	**8411**	**5746**	**11248**	**25566**	**58472**	**20298**	**4009**	**16147**	**4807**
(Ter-Esx)	'51	473	303	358	4993	1328	1036	148	289	984	797	476	8656	2468	1135	1108	559	418	311	954	1405	5209	1774	244	477	547
	'50	853	581	492	11981	1949	1309	224	687	2367	1304	634	12951	4064	2040	1710	1051	1009	503	1448	2992	7608	3351	392	1620	716
	'49	1375	832	1070	11850	3119	1733	223	913	3284	2046	930	13480	5316	3272	2757	1820	2190	829	1754	3164	8032	3897	937	3519	1001
	'48	1074	459	587	9657	941	1505	167	513	2300	1377	490	6902	3043	1852	1578	1097	1092	557	1362	2815	7435	2080	610	2039	425
	'47	871	385	449	7546	655	1103	123	304	1707	1029	386	5289	2328	1357	1067	902	743	437	965	2271	5594	1327	412	1585	331
	'46	931	416	340	7464	652	1113	118	322	1768	955	387	5111	2450	1481	1087	897	661	477	934	2333	5474	1366	370	1407	334
	'45-'42	484	239	140	3387	404	372	42	85	792	469	265	1889	1002	697	589	405	288	255	308	878	2088	563	201	612	154
	'41	839	520	291	9160	675	1197	122	237	1708	773	408	4512	2519	1453	1033	764	527	541	888	2392	5467	1190	244	1263	275
	'40	636	353	248	6482	671	967	117	176	1388	577	326	4042	2340	1403	813	695	530	408	822	1948	3858	1126	198	1130	269
	'39	283	138	108	3286	418	470	56	100	775	332	173	1658	860	672	532	330	271	287	383	1191	1674	643	86	585	109
	'38	170	101	46	2036	329	311	42	44	530	195	141	840	542	448	496	230	203	176	260	766	832	535	62	334	83
	'37	394	246	104	3512	749	746	97	74	911	414	303	1684	1252	748	926	481	252	387	585	1514	2546	1029	123	720	186
	'36	195	151	79	2412	426	370	50	56	553	186	167	901	855	541	476	277	124	215	279	989	1180	699	73	421	212
	'35	54	62	22	1280	161	179	18	19	142	59	67	307	393	269	255	109	47	97	101	341	336	290	21	161	109
	Prior to '35	76	84	36	1509	229	306	31	30	225	78	59	417	324	335	295	141	45	263	167	554	539	423	23	241	56
	Year Not Given	22	28	20	36	9	54	4	310	101	124	8	137	13	12	15	21	11	3	38	13	600	5	13	33	
Hupmobile	**July 1, Total**	**18**	**35**	**5**	**1061**	**70**	**221**	**7**	**22**	**93**	**37**	**12**	**310**	**97**	**165**	**63**	**77**	**32**	**37**	**67**	**253**	**209**	**297**	**11**	**109**	**26**
	'41	2			31	4	2		2	12	3		5	4	7	2	8				4	14				
	'40				19		2		1		1		3	2	2	1			1		1		1			
	'39	1	1		58	4	8		1	6			55	4	6	1		3		2	16	37	38	1	3	2
	'38	2	7		65	6	19	1	3	4	5		44	7	8	5	3	6	2	2	43	27	28		4	
	'37		2		18		1	1				1	6	5	2	1	1				1	2	1	1	1	1
	'36	1	2		58	9	31			5		4	16	3	14	2	5	3	2	5	11	8	16	1	1	3
	'35		8	2	185	13	36	1	1	8	7	3	44	15	25	11	13	1	4	11	51	8	42		16	7
	Prior to '35	12	15	3	626	34	120	4	12	52	20	4	127	51	96	40	40	18	28	42	117	92	169	8	83	10
	Year Not Given				1		2		2	6	1		10	6	5		7	1		5	9	21	2		1	3
Kaiser	**July 1, Total**	**4015**	**1438**	**3107**	**23076**	**2875**	**4887**	**942**	**1350**	**8032**	**4885**	**1975**	**31522**	**13061**	**10235**	**6648**	**4459**	**5454**	**1771**	**5126**	**7866**	**28519**	**11636**	**2588**	**7574**	**1862**
	'51	1408	491	1073	7806	888	2467	184	477	2980	2003	599	11064	4581	2994	2196	1324	1730	619	2217	2685	11937	4132	918	1740	492
	'50	149	44	192	1242	128	201	327	77	422	221	75	1411	713	555	325	248	250	119	268	487	852	983	141	407	68
	'49	742	224	710	3574	549	641	151	214	1432	805	450	6168	2643	2520	1326	851	1365	421	917	1332	4723	2732	482	1722	419

(Continued on Page 72)

by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
DeSoto	'41	447	198	231	3397	255	7362	1033	190	6502	770	1601	6719	424	473	190	873	2376	592	186	1203	2160	801	2016	179	84498
	'40	281	80	217	2508	145	5765	637	117	4528	534	986	5153	337	277	119	614	1476	337	123	900	1208	565	1478	124	56334
	'39	248	75	158	2049	92	4721	459	77	3387	339	731	3650	242	231	100	431	1001	320	95	615	937	405	1055	104	42397
	'38	149	39	102	1254	68	2975	237	46	1769	267	355	2137	122	106	61	263	605	157	69	369	555	282	603	51	25065
	'37	288	94	136	2151	101	4855	351	99	3705	370	749	4005	370	160	113	352	681	320	114	473	1043	552	1221	63	43820
	'36	79	38	59	635	41	1623	108	23	1182	152	404	1290	129	53	41	116	246	150	47	192	519	224	502	36	16681
	'35	64	16	27	278	9	665	51	24	428	52	193	509	55	24	41	38	117	76	21	68	207	92	172	16	6968
	Prior to '35	80	40	48	339	18	1025	62	28	638	71	363	760	91	39	27	59	181	66	30	115	357	121	298	30	10595
	Year Not Given	6		1	32	7	34	7	2	54	5	22	208	3	5		31	126	1		2	6		22		1690
Dodge	July 1, Total	19400	3069	8106	98544	8325	249844	36248	7128	154890	27496	30433	173970	14323	18011	10234	33336	107074	10962	5292	37904	44075	23063	55395	5149	2322864
	'51	1047	102	548	4622	534	14630	1945	347	6567	1218	690	9938	552	1172	742	1142	4881	334	207	2004	1877	981	3239	204	119100
	'50	2847	329	1102	12987	1204	33106	5704	1133	21036	3921	2987	24015	1849	2939	1415	5240	18181	1227	592	5296	5175	1259	6006	732	310826
	'49	2635	298	897	10745	1119	30578	5070	1120	18573	3264	3275	20587	1649	2540	1346	4259	16454	1227	640	4641	5238	2889	6686	772	281202
	'48	1529	278	779	8717	721	22659	2979	725	12959	2303	2161	15053	1099	1528	994	2753	9294	931	475	3465	3491	1895	4333	456	200231
	'47	1633	284	695	9299	757	24209	3389	580	14401	2318	2325	16168	1115	1473	1018	2714	10396	981	457	3538	3470	2057	4611	416	209733
	'46	1098	173	458	6405	562	15322	2350	461	9766	1557	1672	10977	805	1047	644	1874	6756	728	330	2419	2651	1473	3268	291	141746
	'45-'42	514	96	179	2167	257	4940	1139	241	4051	789	1149	3557	333	573	257	1114	3617	380	109	739	1541	674	1050	149	59112
	'41	1391	335	569	8397	755	19810	3340	552	15002	2431	3321	14535	1223	1524	806	3229	9897	1022	406	3913	4745	2126	4415	435	205822
	'40	1331	236	514	7113	575	16090	2790	427	12063	2090	2257	12127	1023	1300	676	2579	7943	961	386	3031	3340	1951	3930	364	168846
	'39	1113	199	535	6388	449	15936	2333	351	9761	1834	1951	9648	1109	1146	599	2313	6348	616	354	2342	2741	1441	3541	318	145959
	'38	595	92	300	4005	273	9435	1068	195	4708	1031	917	5540	534	505	309	1136	2777	269	248	1334	1349	877	2027	154	76187
	'37	1250	264	659	8537	508	19641	1949	384	11685	1860	2867	14648	1390	1022	550	2346	4756	867	466	2118	3297	2224	5328	316	172904
	'36	1088	178	440	5508	327	13131	1195	257	8330	1377	2500	9418	935	639	430	1509	2876	827	311	1622	2546	1753	3715	281	122774
	'35	539	94	197	1768	133	4862	473	159	2879	745	1097	3209	355	289	198	475	1155	339	130	772	1204	640	1664	120	49997
	Prior to '35	758	108	225	1829	139	5403	521	188	3007	713	1208	3646	339	281	239	546	1454	249	181	657	1395	820	1522	138	52446
	Year Not Given	32	3	9	57	12	92	3	8	102	45	56	904	13	33	11	107	289	4		13	15	3	60	3	5979
Ford	July 1, Total	114260	9348	23048	164656	33270	420614	212407	47354	386323	153444	90190	356383	32270	137127	50070	138018	495578	36081	14413	143484	121483	71062	172977	18200	7237737
	'51	6435	604	1502	15197	2507	39264	11246	2439	29657	7257	3728	33739	2206	5957	2877	7446	30731	2445	773	9077	8367	3457	10009	922	509331
	'50	13531	1285	3481	32551	4954	77890	28753	5493	69216	18983	12258	71598	5506	14261	5348	20072	79804	5137	1923	24022	19373	7289	22632	2491	1142807
	'49	13286	1235	2689	25995	4781	68425	28316	5716	61238	13999	11626	57342	4461	15004	5570	19743	69500	5071	1824	18496	18966	9309	22570	2630	1030327
	'48	3955	248	938	5464	1157	13726	7099	1381	12286	7984	2860	10398	824	3716	1639	4782	18826	1151	443	9796	5643	2290	4614	546	241371
	'47	5582	506	1051	9376	2054	24299	13055	2383	22054	8793	4523	19676	1372	6805	2430	6828	28870	1992	733	10607	7970	4179	7380	1050	395773
	'46	6025	428	1193	9156	2193	23493	14991	2745	20505	8420	4294	19836	1767	8268	3055	8850	32409	1918	744	8569	6730	4014	8548	1095	408574
	'45-'42	2277	212	367	2791	1053	6067	4832	1117	6732	3463	1526	5561	555	2516	1022	3751	14182	858	216	1964	2766	1271	2905	477	142173
	'41	9124	747	1746	11517	3117	26596	23250	4588	31505	15727	7010	24785	2524	13915	4642	14513	52291	3389	1119	11968	9408	5857	14051	1689	613179
	'40	7927	518	1551	8506	2153	20401	19255	3134	22732	11930	5382	18148	2240	13293	3483	11133	39067	2472	1000	9731	5196	4607	9980	1209	467298
	'39	6407	392	1272	6210	1575	15729	12079	2146	16728	9496	4135	13191	1924	8775	2918	7496	25672	2008	738	7407	4319	3544	8787	922	341322
	'38	4356	289	758	4717	897	12601	6132	1634	8852	6233	2605	8326	1251	4278	1852	3239	14489	1214	497	4184	2709	2042	6851	608	210921
	'37	6498	482	1450	8899	1337	25149	8726	2276	24802	8465	6207	20619	2266	6933	3216	6099	19130	2103	825	6439	6285	5159	14090	996	391641
	'36	6023	540	1410	7388	1403	22243	8921	1982	19067	8707	6410	16221	1914	8748	2624	6858	19068	2240	867	5193	6855	4673	10683	871	356704
	'35	4437	344	899	4752	770	14429	5231	1823	9886	5822	3738	9507	1036	4431	1893	3529	11066	1150	574	4187	3729	2811	8037	607	223433
	Prior to '35	18277	1511	2698	12048	3261	30139	20477	8461	30766	17913	13680	25749	2404	20010	7445	13161	38934	2918	2137	11770	13154	10548	21671	2045	742905
	Year Not Given	120	7	43	89	58	163	44	36	297	252	208	1687	20	217	56	518	1539	15		74	13	12	169	42	19978
Frazer	July 1, Total	1738	211	309	4015	732	10567	2278	834	8336	1628	2132	7898	473	655	1308	1437	5989	844	283	2317	2335	1410	3631	499	135818
	'51	89	3	9	352	25	1080	135	30	682	15	167	921	39	29	61	75	306	70	22	13	170	102	268	34	9228
	'50	33	2	35	29	15	116	17	7	139	78	22	126	11	4	38	13	134	19	8	145	36	22	56	10	2333
	'49	296	28	44	419	119	1348	383	201	1406	185	269	1530	57	111	298	243	1070	143	52	279	340	200	742	87	21437
	'48	657	79	75	1251	260	3110	676	249	2754	655	685	2210	118	173	384	476	2114	280	80	805	712	462	1284	154	45309
	'47	640	95	140	1914	307	4812	1057	342	3315	659	964	3088	226	331	508	607	2268	324	121	1039	1064	623	1246	211	55810
	Year Not Given	23	4	6	50	6	101	10	5	40	36	25	23	22	7	19	23	97	8		36	13	1	35	3	1701
Graham (GP-Jew)	July 1, Total	102	60	59	579	21	1386	50	35	1324	93	771	1272	74	19	30	71	208	144	44	100	500	243	484	28	16417
	'41	6	4		18	2	21	6		70	3	33	20	1			5	13	4		1	21	5	9	4	676
	'40	7	4	4	20	2	38	1	1	84	2	23	89	5	1		1	11	3	2	6	37	17	27	2	897
	'39	14	3	9	75	3	182	3		174	15	73	129	9	2	3	6	33	5	1	16	41	34	71	4	1944
	'38	8	5	2	35	1	95	3	3	99	3	64	69	4	3	1	5	25	11	2	12	48	17	34	1	1307
	'37	15	18	22	188	10	376	16	4	398	17	195	388	23	3	11	12	37	45	13	21	148	71	127	3	4226
	'36	11	9	6	60		180	5	7	174	22	119	167	15	3	3	11	24	31	6	12	84	34	61	5	2400
	'35	5	3	2	56	2	141	9	5	115	10	125	140	6	3	1	8	23	14	1	8	48	17	42	5	1546
	Prior to '35	34	14	13	118	1	339	7	15	199	20	135	263	10	4	11	20	36	30	19	23	71	48	109	4	3219
	Year Not Given	2		1	9		14			11	1	4	7	1			3	6	1		1	2		4		202
Hudson (Ter-Esx)	July 1, Total	6475	1257	3410	29565	3181	71249	12967	2538	57152	8902	12200	56736	4626	7248	3480	10087	31201	6301	2183	13484	16433	7666	22986	2465	860578
	'51	746	102	239	2518	361	6476	800	271	3858	393	701	5111	286	444	447	692	2229	658	115	779	1163	373	1703	164	67079
	'50	721	188	484	4145	443	10174	1483	346	7258	1116	1300	7413	490	731	581	1253	4328	942	201	2214	1449	518	2891	346	114851
	'49	964	197	423	4863	702	11349	2214	647	9236	1418	1698	8835	610	1171	761	2116	6504	1368	347	2602	1844	1144	3850	613	144819
	'48	805	160	324	3779	369	8976	1674	324	6671	1320	1221	6672	560	718	359	1425	4661	560	191	1953	1597	830	2260	216	99582
	'47	525	90	276	2565	289	6192	1207	178	4683	799	889	4759	412	702	230	903	3039	370	156	1319	1395	761	1735	186	72826
	'46	514	89	241	2139	220	5881	1236	169	4779	767	979	4987	412	716	252	840	2698	389	172	1169	1426	669	1731	146	71469
	'45-'42	288	42	93	807	106	1776	618	52	1891	359	474	1500	134	384	85	402	1137	345	55	265	692	269	782	92	29256
	'41	452	114	277	2385	185	4569	1070	95	5086	620	1191	4320	422	720	154	685	1839	455	182	904	1804	760	2108	176	69571
	'40	376	83	285	1969	160	4188	959	93	4626	577	725	4175	384	614	161	593	1562	335	166	768	1177	698	1796	154	58147
	'39	191	29	184	1007	83	2542	516	49	1753	392	419	1879	217	275	87	241	757	185	117	406	613	300	772	70	28504
	'38	160	29	91	693	45	1706	256	56	1057	229	446	1299	119	157	57	180	545	121	70	223	520	208	565	50	18634
	'37	298	59	187	1395	109	3426	445	123	3258	400	831	2946	240	328	101	380	888	269	164	376	1287	530	1180	103	39306
	'36	174	44	125	639	53	1926	219	60	1607	259	694	1387	172	152	70	197	524	178	114	260	837	335	768	68	22749
	'35	86	13	62	224	25	699	110	35	633	121	293	477	69	58	55	64	189	54	49	112	341	132	335	39	9174
	Prior to '35	165	18	113	420	27	1319	158	38	701	125	312	836	96	67	77	80	194	69	84	127	287	134	495	40	12468
	Year Not Given	10		6	17	4	50	2	2	55	7	27	140	3	11	3	36	107	3		7	1	5	15	2	2143
Hupmobile	July 1, Total	64	6	27	257	4	704	28	17	338	46	113	462	66	32	29	46	76	22	26	66	174	61	92	6	6096
	'41	2			3		2			12	3	2	4					2			2	3		1		136
	'40	1			1		1	1	1	2			3				1	4	1		1	3				54
	'39	2	1	1	14		69		3	11	2	10	4	3	1		6	3	6	1	1	11	4	4		404
	'38	3		2	18	1	63	1		18	3	18	14	4		2	9	7	2		5	22	1	6		490
	'37	2		1	6		5		1	5			1				1	1				5		1		74
	'36	8		2	19		37		1	26	8	7	33	5	2		6	13	1		3	5	2	5	1	384
	'35	11		2	34	2	96	6	2	42	4	14	78	20	4	1	5	15	2	3	7	23	11	22		916
	Prior to '35	33	5	18	152	1	431	19	9	216	26	60	308	34	25	26	18	30	10	22	47	94	41	53	5	3506
	Year Not Given	2		1	10			1		6		2	17					1				8	2			132
Kaiser	July 1, Total	3930	370	1140	13758	1811	33274	7272	1917	24717	3276	4961	28530	1715	2430	2801	4244	14097	2008	916	6648	6024	3343	10028	853	374966
	'51	1063	112	275	6264	484	13789	3189	503	9170	354	1905	12441	627	1021	856	1124	4490	715	331	1031	2729	1096	3057	160	135791
	'50	143	16	272	459	75	1442	323	104	1486	516	203	1751	83	63	147	206	608	84	70	1781	337	169	539	63	20845
	'49	796	40	181	1810	379	6355	1147	578	4589	498	839	5660	313	363	619	923	2648	450	194	1001	1012	698	2392	215	70813

(Continued on Page 73)

N. B.—Since some makes still in registration are no longer produced, and other makes still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 70)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Kaiser	'48	901	335	666	4972	703	734	160	294	1640	897	493	8466	3210	3039	1797	1105	1238	260	998	1686	6297	2504	596	2352	464
	'47	768	339	426	5323	587	799	116	211	1434	844	340	4120	1802	1056	972	856	807	345	701	1624	4456	1249	416	1219	406
	Year Not Given	47	5	40	159	20	45	4	77	124	115	18	293	112	71	32	75	64	7	25	52	254	36	35	134	13
LaSalle	**July 1, Total**	**407**	**435**	**185**	**11972**	**699**	**1962**	**265**	**453**	**2023**	**769**	**133**	**3583**	**1277**	**627**	**406**	**651**	**382**	**496**	**963**	**3438**	**2221**	**968**	**210**	**1173**	**139**
	'40	122	109	53	2556	195	512	66	136	602	238	28	1260	355	138	101	190	113	135	279	877	719	280	58	321	39
	'39	108	99	47	2646	169	443	58	109	494	207	34	841	277	160	101	150	101	115	214	752	538	241	55	282	26
	'38	51	56	20	1568	72	262	33	61	260	91	19	406	170	86	57	73	56	62	121	502	273	115	24	144	18
	'37	87	106	42	2906	161	461	64	70	402	126	36	664	295	150	90	161	72	103	221	831	427	199	51	245	33
	'36	14	27	9	1018	59	108	19	14	113	42	6	211	78	41	33	26	15	40	55	237	118	67	11	76	9
	'35	5	20	8	579	18	63	11	8	45	17	4	69	33	25	13	27	10	17	27	100	43	30	5	41	5
	Prior to '35	9	16	4	638	22	98	12	4	39	13	4	79	25	24	8	16	7	21	29	126	48	32	5	41	9
	Year Not Given	11	2	2	61	3	15	2	51	68	35	2	53	44	3	3	8	8	3	17	13	55	4	1	23	
Lincoln	**July 1, Total**	**2295**	**1388**	**1121**	**29990**	**2454**	**3399**	**488**	**1332**	**8164**	**3641**	**1053**	**13858**	**4633**	**2951**	**2765**	**2005**	**3002**	**945**	**2476**	**6366**	**10333**	**3569**	**1491**	**3775**	**912**
	'51	205	68	84	1516	210	221	56	104	462	319	79	1224	419	238	208	118	158	48	181	357	1183	266	99	141	73
	'50	421	103	132	2867	323	353	102	220	1062	606	135	1935	672	419	358	186	336	137	305	642	1720	412	207	529	131
	'49	785	321	393	6550	596	936	117	436	2558	1225	357	4994	1604	972	972	680	985	233	797	1616	3094	1044	519	1239	285
	'48	82	49	38	1269	64	140	15	49	361	132	25	568	142	96	100	67	113	27	90	241	297	89	64	129	26
	'47	157	115	104	2702	169	322	36	108	795	243	79	1333	370	182	171	130	267	79	213	633	776	217	110	320	40
	'46	117	71	73	1493	129	213	24	72	481	179	45	890	266	148	138	138	223	53	162	467	634	198	75	268	34
	'45-'42	47	43	35	851	53	72	10	32	205	85	19	491	92	57	46	45	118	16	54	167	264	96	45	88	12
	'41	136	134	71	2760	229	317	31	85	600	242	63	675	286	205	218	160	257	84	179	618	564	269	107	275	56
	'40	125	132	69	2820	208	282	27	68	577	188	70	626	249	194	201	148	192	74	152	472	523	256	78	279	58
	'39	102	113	50	2394	186	201	21	35	391	169	65	464	183	142	120	150	163	66	110	409	492	211	79	179	61
	'38	45	85	27	1769	85	100	18	24	244	84	41	241	124	103	82	70	74	39	75	240	276	167	26	120	39
	'37	54	109	32	1791	118	136	19	18	249	90	49	248	148	131	106	76	84	68	81	344	326	235	62	117	63
	'36	13	38	9	829	58	44	7	5	111	10	22	81	65	50	36	26	21	11	32	104	88	81	7	59	30
	'35				71	1	13	1	2	4	2		7	1	4	1	2	2	1	1	14	4	5	2	6	
	Prior to '35	5	6	3	292	19	26	3	4	17	8	1	46	3	7	5	6	8	9	10	37	30	21	1	14	3
	Year Not Given	1	1	1	16	6	14	1	70	47	59	3	35	9	3	3	3	1		34	5	62	2	10	12	1
Mercury	**July 1, Total**	**16115**	**5750**	**7884**	**113837**	**14159**	**15935**	**2040**	**4881**	**30107**	**24784**	**5095**	**73145**	**26047**	**22963**	**17710**	**11964**	**17057**	**4431**	**12160**	**28312**	**71103**	**25791**	**9430**	**24565**	**5141**
	'51	2192	625	1077	14108	1797	2518	357	768	3743	3412	607	11707	3881	3362	2564	1518	1747	728	1970	3499	12240	3613	1291	1931	691
	'50	4402	1191	1766	24863	3087	3940	788	1473	8183	5934	1107	18947	5957	5708	4315	2274	4183	1031	3193	6605	17535	6464	2098	7270	1113
	'49	3545	1426	1768	24537	3240	3637	380	1380	7405	5526	1276	19739	6861	6378	4677	3042	4328	989	3119	7083	16327	6034	2121	6317	1285
	'48	597	207	331	4671	553	561	60	186	1310	897	196	3082	1327	760	693	638	792	147	461	1272	3119	832	446	1049	189
	'47	808	477	513	10556	1039	1191	105	244	1912	1500	369	5002	1754	1220	1096	782	1062	314	861	2497	5069	1495	617	1581	424
	'46	1076	442	607	7329	1063	1076	94	181	1825	1855	360	4355	1682	1418	1072	921	1337	255	754	2128	4267	1928	720	1692	406
	'45-'42	342	142	231	2065	292	208	20	71	628	613	123	1050	414	360	302	267	469	83	158	377	1148	477	259	450	106
	'41	1513	598	704	10198	1195	1011	98	134	2204	2094	457	3537	1663	1388	1204	1030	1453	312	659	1768	4307	1917	901	1722	402
	'40	971	338	499	9024	1113	956	79	150	1618	1599	370	3311	1497	1302	1017	855	1000	305	550	1869	3920	1730	541	1477	321
	'39	635	274	340	6104	751	761	57	94	1090	1078	222	2185	881	1006	747	576	644	262	401	1192	2750	1250	375	948	201
	Year Not Given	34	30	48	382	29	76	2	200	189	276	8	230	130	61	23	61	42	5	34	22	421	51	61	128	3
Nash	**July 1, Total**	**7557**	**4655**	**5216**	**83476**	**10412**	**15212**	**1750**	**3447**	**17028**	**9495**	**4841**	**71372**	**26450**	**17374**	**13702**	**10060**	**8195**	**4855**	**11926**	**31180**	**47312**	**24427**	**5077**	**23185**	**4560**
(Laf-Ajax)	'51	765	421	593	9436	1183	1480	159	406	1504	1018	567	8767	3642	2248	1855	1254	632	463	1296	2481	6406	2649	441	1831	353
	'50	1585	714	1083	14904	2271	1952	308	672	3069	1677	988	13087	5949	3705	2858	1843	1385	672	1936	4813	7688	4324	824	5429	662
	'49	1142	662	860	9169	1301	1719	215	531	2412	1348	802	9639	4013	2514	2041	1324	1311	576	1515	3779	6362	3124	908	3318	669
	'48	929	500	625	7336	916	1889	186	464	1935	1288	419	7116	2600	1473	1299	961	1079	506	1358	3770	6237	2138	642	2155	455
	'47	881	478	506	7692	838	1712	166	361	1736	1132	431	6236	2230	1357	1184	946	994	440	1201	3286	5355	2029	594	1992	412
	'46	813	456	504	7199	759	1474	149	312	1722	1013	346	5939	1993	1174	1058	931	940	448	1109	2802	4555	1862	583	1767	351
	'45-'42	269	155	118	2518	244	372	39	36	556	312	123	2444	636	438	396	284	239	149	276	791	1324	717	183	534	172
	'41	354	340	296	6953	715	1192	127	138	1257	543	335	5614	1793	1144	936	705	511	374	869	2273	3494	2076	267	1629	356
	'40	294	262	204	4416	585	810	97	95	947	345	244	3961	1238	838	600	563	333	288	643	1582	1935	1483	185	1374	267
	'39	183	193	149	3443	389	599	68	69	603	244	160	2646	745	619	344	377	164	229	442	1454	1122	982	139	1086	221
	'38	91	87	74	1904	229	400	46	38	361	128	78	1264	316	430	263	203	127	129	266	949	531	952	77	614	118
	'37	145	189	98	3456	492	786	98	31	484	178	200	2958	781	711	460	382	229	288	569	1877	1281	1146	114	729	243
	'36	59	121	51	2151	262	367	37	20	215	95	86	913	234	399	229	136	113	123	216	734	354	498	51	289	158
	'35	12	26	8	1350	65	110	23	7	66	20	16	223	123	59	32	46	34	31	45	182	78	122	18	116	43
	Prior to '35	20	50	28	1495	150	275	29	11	91	45	42	418	148	247	132	88	94	137	140	391	189	321	43	272	79
	Year Not Given	15	1	19	54	13	75	3	256	70	109	4	147	9	18	15	17	10	2	45	16	401	4	8	50	1
Oldsmobile	**July 1, Total**	**16952**	**9768**	**10094**	**211668**	**20421**	**38485**	**6596**	**11217**	**41365**	**25973**	**8442**	**136552**	**57332**	**34311**	**27318**	**25926**	**20839**	**11974**	**27924**	**88426**	**113544**	**41017**	**10376**	**43685**	**8329**
	'51	1237	465	693	10683	1254	2211	557	924	1565	1771	411	9776	3580	2193	1463	1443	1233	541	1509	4285	10379	2448	777	1199	530
	'50	3846	1645	2179	30111	3582	6092	1197	2536	7923	5930	1552	26953	10192	7023	4742	4287	4676	1699	4741	13222	24413	8657	2353	6879	1737
	'49	2420	1122	1438	22674	2321	4269	731	1830	6162	3629	1172	19744	7337	4919	3476	3192	3325	1368	3494	10386	15143	5509	1577	6091	1263
	'48	1287	632	764	14303	1216	2591	455	987	3342	1859	586	12018	4637	2502	2101	1866	1727	774	2038	6422	10793	2899	810	3621	622
	'47	1312	694	795	15682	1540	3197	484	1066	3522	2015	648	12699	5110	2722	2271	2096	1706	836	2346	7611	10903	2963	768	3674	633
	'46	794	450	481	9215	964	1966	318	555	2292	1295	443	7409	2885	1612	1401	1336	1048	541	1452	4647	5622	1825	500	2268	372
	'45-'42	511	346	266	5764	598	1094	149	223	1253	714	242	3628	1569	797	791	759	682	390	700	2426	2865	1063	332	1294	164
	'41	1822	1252	1092	26841	2360	4750	671	990	5027	2648	933	13890	6374	3258	3207	3071	2239	1398	3129	10774	10661	3947	1056	5155	886
	'40	1245	694	746	18849	1595	3180	503	532	3166	1839	693	9473	4615	2358	2192	2193	1422	1135	2262	7729	6948	2815	758	3811	589
	'39	792	576	467	12109	1080	2163	340	266	1807	1130	400	5261	2456	1653	1408	1408	881	748	1509	5290	3623	1867	448	2317	385
	'38	406	353	251	8044	713	1355	206	123	1137	673	280	3024	1546	1002	841	825	525	491	893	3137	1792	1337	260	1467	242
	'37	667	664	440	15521	1478	2494	418	263	1912	1022	500	6356	3386	1885	1579	1615	673	890	1731	5584	4927	2517	375	2567	427
	'36	377	488	248	12198	997	1789	312	179	1294	585	317	3789	2051	1311	943	1055	444	677	1174	4409	2850	1732	186	1866	276
	'35	144	247	122	6860	432	671	143	65	466	227	136	1419	1063	667	554	470	145	271	472	1661	1126	749	76	818	131
	Prior to '35	71	134	73	2690	281	498	91	35	302	141	113	862	513	373	325	252	95	213	336	810	787	682	65	593	70
	Year Not Given	21	6	39	124	10	165	21	643	195	495	16	251	18	36	24	58	18	2	138	33	712	7	35	65	2
Packard	**July 1, Total**	**4861**	**3698**	**2826**	**73777**	**6277**	**14986**	**1719**	**4023**	**16298**	**8076**	**2292**	**44741**	**14522**	**8917**	**6954**	**6910**	**5685**	**3483**	**10737**	**24087**	**29573**	**13588**	**2727**	**12375**	**2353**
	'51	462	299	256	4007	554	1075	86	264	1133	824	280	4735	1558	983	746	592	546	226	911	1068	3638	1555	275	610	285
	'50	697	241	340	4808	783	1102	175	476	1664	901	306	5445	1956	1216	1127	750	674	242	1336	1501	2635	2370	348	1399	280
	'49	668	310	580	5660	843	1184	194	554	2059	1070	361	7400	2529	1708	1313	1041	981	355	1032	2181	4609	2055	492	1973	454
	'48	426	451	395	8336	678	1421	192	576	1886	859	274	6050	1976	1327	838	750	722	472	1275	2450	4832	1349	377	1331	305
	'47	273	204	144	4482	339	730	90	307	934	520	143	2652	852	492	363	346	413	207	602	1344	2406	658	168	700	142
	'46	245	183	130	3451	217	629	75	235	735	369	86	2014	670	367	295	320	278	147	481	1090	1336	609	135	561	96
	'45-'42	338	191	93	3430	225	590	60	168	770	416	76	1673	493	262	206	296	301	123	396	1070	1047	314	122	520	71
	'41	452	374	200	8245	563	1485	155	333	1759	730	172	3312	1052	513	444	596	473	309	972	2683	2063	883	210	1168	162
	'40	510	482	270	9007	648	2176	215	301	1950	861	212	4384	1266	618	588	707	545	376	1253	3159	2649	1209	225	1374	176
	'39	205	201	102	5101	306	868	89	147	825	356	75	1737	498	267	227	315	226	195	525	1493	836	505	91	638	62
	'38	162	196	99	4350	247	846	82	101	697	266	74	1435	420	310	235	285	156	147	448	1404	616	526	65	559	81
	'37	296	345	145	6611	538	1830	185	188	1178	543	140	2597	751	541	396	600	243	423	923	2971	1798	927	148	972	167
	'36	69	119	37	3608	176	536	64	81	381	148	48	749	320	177	97	170	72	136	290	994	391	351	39	320	42
	'35	28	35	15	1403	80	187	24	17	116	39	20	244	93	71	54	70	31	50	109	322	129	133	8	109	21
	Prior to '35	26	62	15	1247	73	263	26	37	116	53	22	227	79	48	21	54	19	73	117	350	254	139	16	108	9
	Year Not Given	4	5	5	31	7	64	7	238	95	121	3	87	9	17	4	18	5	2	67	7	334	5	8	33	

(Continued on Page 74)

by Makes, States and Model Years

(Continued from Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Kaiser '48	1228	88	190	3138	468	6721	1432	434	5593	1124	1154	4965	335	481	705	1111	3519	460	172	1664	1077	807	2664	232	85569
'47	663	112	213	2028	384	4773	1137	287	3743	733	815	3646	329	483	442	820	2586	285	147	1093	859	569	1288	174	58825
Year Not Given	37	2	9	59	21	194	44	11	136	51	45	67	28	19	32	60	246	14	2	78	10	4	88	9	3123
LaSalle July 1, Total	**266**	**185**	**244**	**4233**	**207**	**9685**	**807**	**60**	**3825**	**643**	**875**	**4520**	**609**	**314**	**111**	**574**	**1764**	**258**	**238**	**679**	**1003**	**522**	**1129**	**78**	**68666**
'40	52	53	53	1202	70	2602	242	13	1128	155	183	1352	145	87	34	179	578	74	55	206	250	147	290	22	18654
'39	51	40	58	982	54	2293	223	10	862	176	227	985	156	92	24	178	428	65	40	176	213	122	240	21	15983
'38	46	24	39	575	26	1304	119	6	516	94	101	533	84	51	15	58	249	60	34	95	135	59	121	12	8956
'37	63	39	47	949	24	2252	155	19	891	121	220	1099	127	51	25	103	328	32	62	121	257	129	296	15	15428
'36	25	13	19	229	12	556	44	4	206	51	73	260	46	18	3	24	73	11	21	41	72	28	77	4	4356
'35	18	6	13	115	9	261	15	4	92	23	32	143	19	4	5	12	28	3	7	27	38	21	31	3	2152
Prior to '35	10	9	13	160	8	352	7	4	107	16	34	122	29	6	3	9	26	9	19	9	36	15	61	1	2394
Year Not Given	1	1	2	21	4	65	2		23	7	5	26	3	5	2	11	54	4		4	2	1	13		743
Lincoln July 1, Total	**1824**	**668**	**647**	**8587**	**1194**	**20163**	**3462**	**554**	**11111**	**3156**	**3223**	**12639**	**1278**	**1710**	**802**	**2366**	**11770**	**1209**	**362**	**3210**	**3502**	**1537**	**3657**	**622**	**213650**
'51	161	32	48	543	100	1630	266	43	806	145	169	1026	82	153	92	142	970	83	19	161	271	84	243	32	15338
'50	260	96	85	977	143	2206	466	73	1472	424	341	1704	109	271	80	270	1720	102	29	556	411	129	431	77	26745
'49	502	182	132	2594	431	5842	1230	190	3738	607	816	4259	324	538	332	760	4274	364	91	771	947	583	1236	221	64272
'48	53	21	46	416	36	854	90	19	372	313	81	355	48	37	15	76	418	36	15	385	115	47	94	32	8247
'47	99	49	54	883	80	2108	233	23	941	234	214	973	124	136	39	185	864	89	33	287	247	96	273	38	17973
'46	112	28	38	625	51	1434	181	23	722	189	139	820	96	89	21	165	647	69	28	182	193	65	186	17	12711
'45-'42	39	17	18	189	45	326	72	9	244	72	90	252	42	34	11	69	317	23	7	46	98	40	61	15	5179
'41	130	46	56	680	74	1508	248	29	720	275	321	855	105	130	44	212	752	93	32	207	269	125	266	51	15849
'40	143	67	57	560	88	1284	233	32	675	283	251	734	127	95	51	146	636	110	28	207	236	119	253	43	14526
'39	107	49	31	369	57	960	182	28	551	246	243	559	72	84	42	176	463	82	32	155	221	88	211	43	11607
'38	78	30	28	265	28	665	115	23	301	133	185	349	55	53	27	57	243	41	18	102	164	70	135	22	7385
'37	92	43	38	249	39	840	107	43	401	169	236	466	62	66	39	76	273	69	22	105	209	60	192	18	8668
'36	27	6	13	120	16	298	27	12	103	57	101	168	14	14	9	12	97	40	6	34	95	23	64	6	3199
'35	1	1	1	12		42	1	1	10	1	4	17	3	2		1	6			4	2	1	2		256
Prior to '35	19	1	2	78	2	144	8	5	44	8	22	61	11	5		8	23	7	2	7	22	6	9	4	1082
Year Not Given	1			27	4	22	3	1	11		10	41	4	3		11	67	1		1	2	1	1	3	613
Mercury July 1, Total	**11596**	**2015**	**3168**	**38600**	**6734**	**84580**	**26272**	**4773**	**64003**	**20102**	**13472**	**62142**	**5430**	**13465**	**6761**	**15337**	**80192**	**6240**	**1658**	**18343**	**17129**	**8080**	**22017**	**3033**	**1125548**
'51	1773	262	392	6144	1041	14429	3397	527	8756	1814	2034	10466	663	1568	1002	1437	10837	811	235	1792	2303	999	3004	284	157916
'50	2678	491	822	10868	1714	21968	6131	782	15521	5309	3001	16440	1305	2927	1425	3447	22800	1267	336	4849	3613	1333	5007	768	278229
'49	2726	504	612	9432	1727	21074	6177	1347	16898	3684	3425	16139	1361	2599	1720	3617	19498	1543	401	3818	4179	2429	5344	798	273472
'48	418	87	211	1512	278	3183	1047	214	2821	1811	437	2455	218	488	295	788	3351	245	46	1910	816	350	867	130	48354
'47	648	170	238	2767	392	5916	1717	349	4857	1441	915	4330	381	965	419	1102	4564	461	108	1503	1343	640	1365	195	79274
'46	861	106	179	2426	418	5111	2076	437	4008	1318	774	3557	393	1094	529	1311	4960	493	110	1233	1327	636	1501	194	73895
'45-'42	224	44	54	425	146	899	523	109	929	458	250	676	88	363	133	337	1694	155	32	233	393	180	434	63	19497
'41	896	144	257	2036	428	4326	2334	427	4321	1766	1088	3211	359	1425	507	1413	5902	605	158	1249	1400	605	1793	244	79363
'40	760	123	224	1684	348	4297	1686	326	3446	1377	841	2688	389	1231	433	1094	3852	366	134	1003	994	491	1525	202	65926
'39	571	78	152	1215	211	3202	1169	247	2338	1015	657	2007	254	784	271	678	2246	279	97	690	751	414	1127	149	45426
Year Not Given	41	6	27	91	31	175	15	8	108	109	50	173	19	21	27	113	488	15	1	63	10	3	50	6	4196
Nash July 1, Total	**6938**	**1221**	**3509**	**31155**	**3466**	**79364**	**10513**	**3405**	**56203**	**10097**	**14384**	**67193**	**6004**	**6091**	**4290**	**10480**	**31684**	**5135**	**2120**	**10908**	**18762**	**7657**	**47541**	**2055**	**902939**
(Laf-Ajax) '51	847	119	327	3298	533	8795	1280	359	4892	723	1309	7677	502	816	520	898	3363	521	235	724	2367	621	4638	154	97368
'50	1223	239	678	4630	651	13145	2202	526	9045	2182	2034	11561	914	1333	807	1839	6843	886	353	2051	2920	1064	6945	432	158901
'49	881	168	470	3585	609	10321	1547	590	7306	1553	1612	8827	636	972	591	1357	5021	751	353	1876	2152	1140	5604	384	119560
'48	679	103	355	3453	354	9304	1318	366	6455	1184	1133	7748	717	742	343	1306	3807	513	205	1632	1668	903	4468	227	97250
'47	577	92	338	3211	311	8399	1196	264	5748	1100	1098	6622	647	669	328	1123	3499	508	171	1586	1515	806	3584	162	87743
'46	573	74	252	2994	285	7810	1096	289	5593	908	1028	5977	577	558	362	1127	3297	441	156	1350	1563	837	2965	138	80509
'45-'42	202	45	64	678	92	1593	262	161	1551	288	561	1524	187	191	191	397	983	158	36	183	699	224	1317	60	24972
'41	505	90	186	2508	240	5196	560	275	5157	641	1613	4643	499	249	349	862	1757	369	110	494	2039	605	4359	134	67731
'40	340	70	157	1779	132	3413	354	137	3683	513	1046	3533	303	205	214	464	1143	261	90	319	1090	420	2992	95	46342
'39	268	40	145	1316	63	2790	236	106	1946	353	717	2370	307	132	163	291	585	168	92	183	711	257	2152	76	32137
'38	196	29	92	1032	46	2124	159	97	1008	188	522	1155	140	63	92	224	383	136	70	147	438	146	1691	45	19898
'37	286	76	194	1535	84	3221	165	106	2433	223	804	3267	334	85	143	338	529	193	127	183	911	305	4388	75	37930
'36	186	48	125	528	38	1546	67	42	776	131	577	1141	129	37	98	122	225	112	54	92	447	199	1280	44	15945
'35	59	11	36	129	13	343	21	17	165	32	95	253	27	7	21	28	40	50	10	38	61	31	519	4	4865
Prior to '35	112	17	96	458	14	1315	50	67	403	58	207	692	76	25	64	63	111	65	58	50	179	94	585	25	9819
Year Not Given	4		4	21	1	49		3	42	20	28	203	9	7	4	41	98	3			2	5	54		1960
Olds. July 1, Total	**15004**	**2770**	**8098**	**86959**	**7491**	**228721**	**31397**	**5619**	**132669**	**25307**	**25097**	**145984**	**16602**	**15126**	**7481**	**23773**	**87411**	**10350**	**5403**	**29198**	**40887**	**17124**	**57860**	**4123**	**2079288**
'51	1106	178	532	4146	597	13965	2003	354	6075	1526	1018	8725	567	1079	614	1110	6333	540	201	1921	2113	710	3538	193	122271
'50	3050	570	1182	14181	1553	38336	6897	1283	23057	4820	3991	26541	2450	3437	1465	4871	22045	1805	907	6203	6534	1697	8251	813	374106
'49	1795	370	793	9991	983	29181	4544	837	17424	3062	2975	19307	1938	2285	986	3289	12605	1144	677	4465	5357	2010	7120	592	268322
'48	1049	192	504	6139	516	18244	2203	484	10933	1760	1670	10912	1074	1083	568	1907	6667	644	311	2365	2976	1298	4304	318	158973
'47	1226	170	546	7145	558	19819	2595	436	12121	1892	1916	12273	1237	1232	577	2032	6988	762	376	2597	3194	1600	4528	330	173443
'46	623	99	386	4702	380	11934	1635	255	7021	1149	1241	7388	866	773	340	1205	4310	502	259	1554	2129	934	2798	189	104363
'45-'42	354	77	207	2170	223	5715	920	158	3844	608	805	3674	549	417	179	638	2736	342	134	545	1283	521	1617	117	56453
'41	1453	293	884	10065	871	23697	3565	465	15791	2777	2933	15893	1945	1712	680	2883	9173	1290	587	3200	5037	2153	6696	393	231867
'40	965	200	689	7413	598	17380	2342	336	10887	2125	2106	11452	1559	1154	568	1814	5680	1019	517	2246	3127	1618	4574	306	162017
'39	742	126	562	5092	339	11625	1393	253	5919	1394	1390	7420	1056	610	410	1227	3185	552	329	1339	1843	1042	2800	253	101285
'38	439	89	364	3211	193	7876	829	139	3381	928	921	4058	637	291	183	650	1951	336	234	680	1405	654	1900	103	62375
'37	901	159	584	5610	348	13459	1318	242	7377	1535	1701	8620	1327	508	372	1064	2931	642	324	1108	2689	1295	4187	243	118435
'36	683	145	528	4267	189	10342	716	156	5418	931	1432	5366	933	292	252	632	1556	472	260	767	1895	963	3224	142	83138
'35	340	59	170	1681	89	4015	288	116	2011	538	564	1959	309	149	149	220	624	203	140	355	760	365	1334	75	35648
Prior to '35	253	39	154	1081	45	3018	144	101	1318	229	386	1339	136	94	128	144	332	96	117	144	540	255	933	52	21483
Year Not Given	25	4	13	65	9	115	5	4	92	33	48	1057	19	10	10	87	295	1		9	5	9	56	4	5109
Packard July 1, Total	**4498**	**1361**	**2395**	**30809**	**2307**	**73959**	**9242**	**1524**	**38417**	**6158**	**8495**	**56162**	**4100**	**4646**	**2622**	**7312**	**21281**	**2869**	**2043**	**10432**	**11742**	**6446**	**13481**	**1367**	**649153**
'51	601	194	141	2464	264	6326	969	274	3428	330	707	4983	277	463	459	592	2223	275	122	525	1119	448	1155	114	55421
'50	607	136	250	2796	302	6684	1199	302	4547	775	892	8266	342	467	509	767	2755	358	164	1405	1033	610	1667	203	69808
'49	729	125	262	3261	357	9300	1594	348	5409	943	1025	4864	317	672	536	993	3180	336	257	1756	1335	860	2121	272	82508
'48	500	170	256	3441	266	10108	1027	159	4661	822	1077	6912	338	487	273	768	2899	314	209	1279	1284	732	1549	175	79254
'47	276	77	139	1756	136	4504	504	88	2334	430	420	3014	178	257	142	494	1393	161	118	630	585	357	655	85	38244
'46	196	61	130	1442	121	3492	453	53	1897	323	310	2537	165	224	90	366	1112	138	104	547	540	262	523	49	29889
'45-'42	127	50	83	1106	79	2420	323	27	1681	228	328	2078	212	185	36	395	986	112	73	229	547	254	458	47	25315
'41	265	128	251	2848	196	5817	741	45	3212	522	758	5128	433	434	124	723	1774	282	191	990	1262	580	1062	88	57162
'40	366	129	287	3778	206	7803	848	81	3945	562	906	6485	481	487	95	878	2043	239	269	1063	1397	750	1317	120	69696
'39	170	64	111	1693	75	3522	429	16	1417	327	363	2595	291	242	55	356	794	112	103	598	533	329	603	49	30737
'38	202	60	80	1573	85	3519	316	37	1356	263	384	2028	243	180	63	264	607	147	94	399	516	347	539	37	27146
'37	265	89	264	2906	144	6515	606	55	3015	378	704	4526	560	381	118	502	973	227	204	614	1008	605	1045	76	51236
'36	111	46	69	887	38	2255	158	20	923	138	336	1465	144	105	32	105	274	100	64	272	315	211	518	32	18031
'35	51	9	25	345	16	792	36	9	278	55	130	543	41	22	17	25	79	40	33	76	127	57	162	11	6392
Prior to '35	28	22	38	483	19	851	39	10	288	50	142	496	72	29	19	50	95	27	31	45	140	43	94	7	6572
Year Not Given	4	1	9	30	3	51	2		26	12	13	242	6	11	4	34	94	1	2	4	1	1	13	2	1742

(Continued on Page 75)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 72)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Plymouth July 1 Total	**49081**	**20982**	**29120**	**390513**	**43306**	**72727**	**9517**	**24652**	**86947**	**65367**	**17868**	**281769**	**134695**	**89505**	**63761**	**65979**	**55003**	**23127**	**67546**	**148319**	**201638**	**108299**	**31818**	**113433**	**16483**
'51	3295	662	2112	17445	2675	4305	774	2619	3832	4731	1065	24464	8922	5605	3376	3452	3283	1500	4121	8843	18789	6787	2450	3449	905
'50	6519	2050	4652	37372	5008	7258	1204	4207	12046	8996	1996	40787	15656	11171	7858	6886	7905	2557	7771	16148	30706	13338	5185	15657	2162
'49	6237	2204	4333	37480	5161	7190	1031	3613	11373	7690	2158	38973	15714	11864	8116	7199	7348	2451	8308	16622	27958	13038	4233	14463	2259
'48	4431	1468	2546	25609	3012	4176	595	2509	6421	5731	1306	22966	9058	6939	4927	4535	5663	1722	4660	10655	15936	7667	3333	8983	1283
'47	3777	1524	2210	25515	3136	4276	595	2272	6458	4972	1277	22086	8986	7091	4800	4433	4542	1627	4728	9923	15100	7260	2710	7870	1305
'46	3226	1001	1754	15442	2157	3152	408	1176	4691	3704	844	14978	6576	4466	3265	3443	3164	1079	3240	7172	10110	5163	1917	5638	838
'45-'42	1680	827	874	9592	1071	1830	203	599	2666	2140	516	6080	3778	2218	1610	1945	1809	598	1554	3675	4869	2855	939	2567	408
'41	5586	2462	2661	41884	4009	8209	925	1971	10351	7692	1669	26514	15421	7996	6019	6941	6209	2398	7091	17262	21410	9268	2895	10928	1489
'40	3820	1914	1822	36072	2923	6662	714	1224	7147	5026	1424	21104	11845	6189	4508	5205	3854	1812	5473	12929	14036	8195	1969	8983	1211
'39	3069	1469	1307	28326	2866	6295	649	982	6181	3952	1174	17441	8224	6274	4014	4754	3274	1700	4863	13006	11146	7604	1617	8018	928
'38	1507	886	891	19349	1690	3466	462	458	3201	1877	715	9104	5825	3857	2766	2977	1975	1110	2903	7082	4556	5340	862	5009	595
'37	2609	1835	1662	31962	3782	6496	759	596	5012	3360	1413	16482	9876	6058	4950	5681	2577	1819	5332	11343	12382	8598	1437	8096	1066
'36	1489	1253	992	27520	2935	4660	580	370	3554	2213	1150	11114	7398	4741	3561	3730	1700	1209	3782	7834	6765	6495	1106	5702	948
'35	838	648	554	16895	1259	1889	242	137	1466	1157	599	4413	3641	2681	1953	1894	678	565	1417	2739	2647	3432	495	2956	615
Prior to '35	936	760	619	19926	1599	2542	353	139	2209	1383	547	4719	3720	2300	1987	2764	986	972	2094	3043	2876	3228	565	4903	466
Year Not Given	62	19	131	124	23	321	23	1780	339	743	15	544	55	55	51	140	36	8	209	43	2352	31	105	211	5
Pontiac July 1 Total	**23392**	**10584**	**14425**	**238806**	**22703**	**47478**	**7375**	**12240**	**45262**	**33552**	**9215**	**157133**	**70027**	**43839**	**34792**	**30911**	**27397**	**16115**	**34020**	**86624**	**148416**	**53090**	**15723**	**49105**	**7780**
'51	2345	648	1228	13541	1752	2981	671	1181	3623	4002	745	12797	5891	3684	2653	2448	2309	963	2417	4820	18561	4582	1423	2092	768
'50	4864	1651	2976	33531	3869	5796	1547	2594	9197	7088	1857	29676	11877	8239	6173	4828	5977	1899	5339	12382	28445	9525	3460	9186	1742
'49	2788	769	1782	27395	2388	4657	704	1542	5347	4376	1298	19937	7738	5406	4007	3173	4018	1484	3909	9536	17010	5717	2197	6144	1215
'48	2022	1260	1360	19406	1970	3952	568	1210	4005	3031	880	15676	6379	4049	3069	2506	2711	1320	3063	7777	13934	4660	1597	4304	700
'47	1670	836	1152	17372	1858	4050	540	1088	3377	2576	706	14299	6006	3528	2907	2437	2280	1390	2992	7507	12991	4174	1214	3679	540
'46	1151	558	674	10575	1100	2612	317	642	2174	1628	412	8241	3512	1923	1639	1579	1254	890	1734	4346	7320	2505	763	2324	305
'45-'42	844	389	459	6815	726	1399	220	265	1458	1139	290	4110	2037	1074	1012	1016	1013	464	918	2476	4255	1358	605	1300	272
'41	2877	1481	1581	32291	2753	6231	783	1187	5376	3532	954	16253	8348	3985	3772	3897	3351	2119	4015	11332	16351	5319	1707	5623	658
'40	1505	833	945	22209	1645	4352	540	780	3157	1933	595	11172	5249	2869	2251	2465	1533	1411	2822	7115	9397	3455	900	3742	331
'39	1004	485	691	13110	988	2959	340	367	1895	1243	297	6545	2850	2075	1472	1539	1016	1010	1769	5111	4887	2310	577	2423	213
'38	575	307	305	8050	603	1479	204	179	1211	599	179	3924	1675	1333	1093	979	563	700	1019	2705	2423	1607	312	1566	152
'37	991	646	618	16561	1437	3422	459	276	2165	1104	509	8546	4487	2859	2320	2131	708	1170	2180	6007	7115	3749	462	3202	396
'36	427	380	358	10380	794	1764	233	109	1045	445	299	3206	2268	1412	1214	1055	358	630	922	3083	2617	2011	267	1763	187
'35	155	193	139	4550	449	672	96	45	477	221	124	1221	931	643	552	391	129	247	374	1050	1039	1008	80	727	121
Prior to '35	151	139	108	2944	356	916	135	60	544	271	61	1200	747	722	620	379	144	412	471	1345	1063	1095	96	943	118
Year Not Given	23	9	49	76	15	236	18	715	211	364	9	330	32	38	38	88	33	6	76	32	1008	15	63	87	2
Studebaker (Rock) July 1 Total	**12938**	**8028**	**6803**	**163326**	**11611**	**19297**	**3974**	**5723**	**23943**	**17025**	**8249**	**78760**	**56195**	**24089**	**16447**	**13737**	**17039**	**5387**	**16910**	**33837**	**46235**	**32382**	**7452**	**23388**	**6705**
'51	1577	655	842	12471	985	2035	450	546	1782	2144	859	9002	6741	2355	1648	1530	1691	523	1584	2834	6585	3247	1007	1202	606
'50	3839	1973	2123	33762	2434	5230	1092	1299	6216	4678	2073	20395	15201	5487	4104	3565	5467	1202	3836	8822	12836	8052	2457	6090	1729
'49	1302	766	806	16876	914	1768	327	587	2397	1739	933	7433	4392	2129	1548	1309	1820	488	1624	3115	4386	2731	832	2232	694
'48	1547	1254	827	19098	1325	2505	439	881	3161	2191	968	10360	7249	3021	2173	1707	2128	650	2198	4264	6241	3657	962	3009	875
'47	1278	888	526	14805	1365	2063	350	629	2794	1743	775	9249	6456	2831	1989	1353	1626	557	1758	3265	5262	3179	673	2420	625
'46	205	97	77	4364	163	287	48	66	361	238	86	1036	638	313	223	181	251	107	244	477	603	379	106	349	94
'45-'42	507	225	218	4961	459	558	99	139	801	615	291	2488	1668	836	520	467	695	164	523	1002	1332	1136	254	760	261
'41	1210	638	459	14965	1181	1669	316	431	2229	1320	729	6381	4645	2232	1299	1159	1413	439	1505	3105	3406	2936	438	2292	546
'40	822	479	403	12073	888	1159	226	264	1588	895	482	4373	3189	1571	885	823	899	295	1047	2005	2020	2135	314	1880	446
'39	260	330	200	9689	571	860	208	204	1045	479	355	3010	2113	1084	622	569	394	255	828	1737	1333	1525	163	1216	290
'38	71	151	83	4602	294	445	88	92	377	184	152	1250	870	532	292	244	168	136	409	745	423	743	48	404	131
'37	159	241	118	5782	475	886	181	108	598	291	282	2096	1656	819	546	408	207	254	758	1395	850	1256	76	711	181
'36	65	126	34	4449	226	304	60	41	200	135	128	791	751	383	228	175	109	103	238	481	272	576	27	343	102
'35	21	62	21	1680	119	138	26	9	97	72	64	309	269	202	131	67	70	61	100	231	120	288	20	160	47
Prior to '35	53	138	40	3651	194	288	54	27	167	92	63	428	329	283	219	139	84	151	185	354	317	529	31	270	78
Year Not Given	22	5	26	98	18	102	10	400	130	209	9	159	28	11	20	41	17	2	73	5	249	13	44	50	
Willys (Whip-Wk) July 1 Total	**3945**	**1430**	**3342**	**24675**	**1718**	**4656**	**335**	**694**	**11483**	**2932**	**2551**	**14385**	**6186**	**4964**	**3051**	**3789**	**3030**	**668**	**3605**	**6243**	**9001**	**2468**	**2816**	**3020**	**439**
'51	68	58	181	1040	195	422	35	64	755	238	219	760	386	156	141	122	165	60	191	334	429	33	134	62	18
'50	212	180	384	1933	192	741	82	134	1909	399	360	1837	804	389	301	371	332	40	589	1018	987	119	301	350	49
'49	250	138	537	1561	167	536	31	101	1465	421	337	1801	717	509	325	460	370	58	431	738	926	146	373	402	54
'48	643	177	835	1734	195	713	36	89	1712	377	574	3059	884	1062	535	943	559	33	503	864	1525	310	553	509	36
'47	588	141	549	1871	164	455	25	89	1530	314	360	2292	714	1014	402	637	490	11	386	676	1471	165	552	438	22
'46	404	44	319	730	41	539	28	26	989	79	151	1769	473	562	305	349	218	9	375	732	1342	117	290	247	6
'45-'42	620	142	147	1280	54	226	12	23	750	186	187	562	257	186	184	220	236	30	150	362	426	105	293	133	30
'41	489	105	109	2825	129	234	23	28	521	287	120	485	430	232	140	160	149	92	244	438	515	219	100	144	58
'40	328	100	115	2498	159	251	20	14	630	232	88	627	443	250	170	149	196	111	243	443	516	233	96	161	50
'39	85	37	23	1372	60	92	7	12	230	69	22	180	205	66	60	77	59	65	73	164	120	155	26	76	13
'38	77	44	23	1142	57	81	7	4	241	91	24	228	156	93	112	63	95	26	75	114	112	161	20	99	19
'37	117	165	63	3166	196	240	18	13	372	110	56	491	450	194	186	131	90	60	160	247	349	290	38	196	46
'36	18	39	12	1169	21	15	1	1	90	26	6	33	50	10	8	13	20	2	8	11	34	16	10	16	2
'35	9	16	4	914	2	6			34	11	5	14	27	5	7	9	12	2	1	2	9	3	4	5	5
Prior to '35	33	37	24	1416	82	82	9	1	155	43	36	180	178	223	172	67	34	69	85	94	159	394	10	174	31
Year Not Given	4	7	17	24	4	23	1	95	100	49	6	67	12	13	3	18	5		91	6	81	2	16	8	
Misc. July 1, Total	**749**	**602**	**680**	**20553**	**1035**	**3318**	**276**	**956**	**4379**	**4138**	**511**	**6483**	**1863**	**1403**	**841**	**1595**	**1151**	**547**	**1429**	**4312**	**7838**	**1836**	**986**	**2182**	**226**
'51	120	76	37	3251	44	499	14	138	738	302	27	833	102	77	44	47	102	22	129	415	821	58	68	107	6
'50	102	86	57	3858	76	656	39	217	1135	692	95	635	167	87	49	75	168	40	194	823	915	268	95	252	25
'49	62	48	65	2236	79	302	32	109	455	492	74	1037	209	118	159	124	214	71	205	628	987	110	102	270	20
'48	65	64	77	2442	108	710	69	242	423	320	99	1427	293	87	60	183	173	98	295	837	1019	396	114	239	26
'47	38	17	36	823	31	87	10	33	128	271	19	187	58	46	17	54	66	15	28	174	403	30	40	105	3
'46	34	9	26	465	16	60	4	14	125	258	9	128	46	44	13	46	44	9	12	77	249	23	28	55	1
'45-42	32	11	17	491	7	32	4	5	49	136	12	61	19	15	8	29	26	21	7	56	150	17	20	40	1
'41	25	21	34	484	34	56	6	14	127	419	16	214	65	75	33	80	54	8	27	93	576	47	54	129	4
'40	35	17	37	509	25	79	4	20	147	267	12	151	103	43	23	56	28	24	25	134	360	30	47	94	4
'39	22	16	17	399	32	47	6	6	158	178	18	138	74	38	26	57	19	10	28	76	279	27	30	57	5
'38	12	13	14	337	13	41	3	14	94	76	6	87	51	29	21	45	13	5	19	73	139	12	22	44	2
'37	34	25	20	532	27	61	4	17	87	134	12	166	60	65	38	51	23	12	25	106	309	41	17	91	6
'36	16	21	13	629	48	64	5	5	72	111	13	161	90	52	38	62	21	12	36	109	260	48	12	100	6
'35	10	15	12	421	26	56	6	1	61	40	4	76	59	38	29	37	15	10	24	89	107	44	13	54	6
Prior to '35	65	86	57	3416	296	479	56	48	282	244	59	682	274	401	275	146	67	162	223	526	595	672	61	423	92
Year Not Given	77	77	161	260	173	89	14	73	298	198	36	500	193	188	8	503	118	28	152	96	669	13	263	122	19

by Makes, States and Model Years

(Continued from Page 73)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Plymouth July 1 Total	**45813**	**5858**	**14995**	**160160**	**16313**	**390404**	**80752**	**19469**	**289915**	**54743**	**55615**	**342385**	**30076**	**38752**	**21359**	**68920**	**197956**	**20003**	**10385**	**84213**	**84198**	**50276**	**104345**	**9450**	**4407810**
'51	3024	305	970	9104	1234	23342	4807	1209	15133	3099	1710	22414	1081	2553	1666	3249	11469	944	534	5643	4367	2055	6628	468	266469
'50	5629	715	1619	17884	2097	45355	9786	2821	33475	7632	5580	43542	2961	4694	2616	9666	29842	2044	1178	10935	9695	2534	10331	1239	538965
'49	5974	681	1449	18636	2133	46834	9925	2872	34292	6779	5959	43873	2938	4518	2757	8457	28978	2266	1106	10855	10437	5841	12399	1422	538397
'48	3740	477	1125	10874	1249	26653	5843	2013	19536	4817	3436	23492	1720	2708	2016	5514	17716	1515	693	7375	6726	3718	7215	880	327182
'47	3989	423	988	11264	1363	26892	6291	1793	20684	4122	3410	23594	1780	2678	2079	5031	16938	1451	694	6794	5802	3801	7112	775	318221
'46	2470	275	665	7692	1002	18726	4698	1142	14241	3239	2190	15839	1277	1999	1257	3898	12332	990	473	4834	3818	2858	4829	517	219865
'45-'42	1153	175	360	3885	520	9249	2790	616	8171	1318	1567	7689	788	1347	537	2216	6350	793	209	1645	2970	1412	2362	248	115273
'41	3718	611	1464	17632	1682	40794	10261	1806	34508	4766	5943	35137	3432	4922	1838	7982	20289	2203	1018	9321	8978	5822	9689	876	463952
'40	2819	450	1275	13916	1135	32823	6322	1250	26127	3853	4674	26601	2750	3277	1363	5057	13130	1738	799	7436	6104	4092	8304	614	351970
'39	2807	384	1205	12997	957	31350	5921	875	21046	3228	3755	23320	2988	2919	1249	4490	10879	1449	760	5089	5014	3552	7425	544	303336
'38	1818	206	723	8158	566	19716	2946	594	9979	2570	2289	13461	1385	1354	900	2550	6719	823	566	3419	2977	2298	5111	320	179911
'37	3016	432	1225	12216	904	28887	4631	932	21941	3674	5270	25892	2945	2453	1142	4561	9746	1609	837	4068	6729	4363	9014	597	312267
'36	2642	331	885	8308	720	20563	2884	584	15294	2577	4208	18952	2098	1497	896	2808	6136	1248	681	3295	4992	3790	6658	455	225303
'35	1382	177	393	3087	375	7641	1626	508	6434	1530	2357	6969	874	786	551	1341	3160	421	342	1792	2454	1756	3619	223	105608
Prior to '35	1580	211	631	4399	351	11372	2005	447	8744	1459	3166	10368	1024	960	461	1801	3423	503	494	1670	3123	2332	3546	264	129970
Year Not Given	52	5	18	108	25	207	16	7	310	80	101	1242	35	87	31	299	849	6	1	42	12	52	103	8	11121
Pontiac July 1 Total	**21937**	**3577**	**9566**	**116178**	**9004**	**249556**	**48205**	**8098**	**164384**	**33433**	**31255**	**162422**	**15781**	**22544**	**9387**	**32874**	**104469**	**12427**	**6560**	**39559**	**39284**	**20090**	**59808**	**4580**	**2464982**
'51	2263	311	684	7282	1058	18566	3792	723	11366	2213	1492	12597	756	1909	997	2318	10015	1012	401	2727	2849	1357	4118	283	189214
'50	4332	725	1496	16484	1797	37369	8561	1663	26198	5697	4590	28115	1888	3935	1811	6472	24349	2161	891	7771	5892	2328	8688	979	417910
'49	2182	439	1020	13655	1111	31172	5427	1170	18527	3960	3017	18357	1435	2391	1218	3955	13621	1522	671	4861	4122	2210	6337	699	287616
'48	2081	312	769	10486	929	23264	4290	962	15425	2887	2440	14642	1231	2149	1058	3359	9900	1158	540	3615	3278	1749	4868	425	223286
'47	1894	273	740	10197	761	21361	4575	758	14708	2816	2620	14155	1284	2019	907	2847	9336	1019	634	3543	3287	1810	4498	358	207569
'46	1039	166	500	6177	392	12909	2827	444	8797	1587	1598	7827	810	1351	498	1718	5308	605	375	2202	2111	1174	2704	244	123541
'45-'42	629	107	252	3165	322	5941	1938	248	4782	925	1121	4198	560	984	229	1167	3556	435	210	832	1499	732	1591	149	71486
'41	2062	389	1032	14288	972	27567	6648	654	20978	3862	4295	18389	2285	3345	775	4216	11273	1659	746	4597	5187	2568	6910	439	290912
'40	1306	245	790	10046	562	19476	3705	367	13198	2480	2728	12982	1422	1517	448	2208	5584	773	564	3171	3216	1818	4819	274	186905
'39	870	133	557	6881	314	13373	2092	228	7550	1769	1433	7562	1050	968	290	1299	3062	477	330	1973	1791	969	2908	150	115205
'38	558	84	326	4102	161	8472	1165	152	4200	1036	964	4405	517	446	208	744	2067	319	230	945	1123	548	2056	85	68655
'37	1225	195	649	7264	322	15316	1763	305	10711	2052	2482	10565	1251	776	407	1337	3053	730	455	1690	2684	1400	4888	219	145259
'36	716	112	358	3199	166	7205	668	170	4590	1209	1423	4103	640	360	255	677	1538	321	242	803	1271	822	2759	142	70976
'35	365	46	142	1173	73	2957	367	126	1584	540	528	1686	252	180	144	242	724	148	97	422	580	285	1360	85	29740
Prior to '35	379	37	236	1726	50	4495	379	119	1613	341	466	2255	391	198	126	204	648	82	173	385	391	316	1214	44	31308
Year Not Given	36	3	15	53	14	113	8	9	157	59	58	584	9	16	16	111	435	6	1	22	3	4	90	5	5400
Stude. (Rock) July 1 Total	**12332**	**2464**	**3642**	**41817**	**5945**	**94717**	**19669**	**4777**	**68062**	**14057**	**20355**	**86574**	**6831**	**8610**	**5476**	**16362**	**61563**	**9225**	**2285**	**19778**	**28319**	**10506**	**30140**	**2866**	**1235852**
'51	1279	252	359	4070	854	9696	2201	471	6452	1062	1275	8195	469	986	697	1441	6665	846	170	1671	2770	798	2995	199	120774
'50	2978	588	776	10371	1861	23115	5396	1296	16832	3319	3790	19649	1550	2419	1354	4677	19015	1969	559	4614	5542	1656	7014	662	303964
'49	1069	224	442	3973	580	9825	2005	541	6080	1859	1734	8392	606	895	496	1694	5906	897	284	3286	2581	1037	2784	333	120671
'48	1488	349	390	5375	660	12896	2812	642	8631	1657	2705	11432	883	1133	656	2005	7932	1152	368	2545	3538	1248	3466	390	157043
'47	1366	229	353	4545	674	10577	2239	562	7388	1604	1917	9037	744	900	591	1559	7240	823	228	1958	2591	1035	2846	334	129799
'46	227	28	60	621	80	1441	296	78	901	397	310	1212	100	117	89	254	805	98	26	621	368	169	366	31	19688
'45-'42	445	77	116	1065	154	2436	671	168	2196	418	939	2778	241	270	158	641	1961	341	64	454	1057	455	877	71	39032
'41	1105	182	295	3534	397	7017	1784	379	6166	1171	2310	7615	608	678	466	1530	4382	946	170	1659	3065	1191	2736	293	106622
'40	689	160	236	2440	258	5175	1083	215	4540	880	1535	5177	476	528	360	1087	2695	657	119	1224	1982	980	2056	203	75916
'39	470	133	175	1844	185	4005	617	128	3159	582	1031	4221	448	309	196	595	1736	562	103	724	1458	706	1593	108	54428
'38	224	37	88	916	75	1902	153	62	1180	244	545	1899	183	71	80	189	796	243	46	304	665	285	687	55	23863
'37	368	96	167	1742	72	3273	208	104	2585	421	996	3984	329	146	134	344	1201	397	72	309	1265	527	1272	79	40425
'36	229	52	69	523	41	1212	69	33	853	219	573	1266	76	57	58	136	445	163	18	177	640	201	687	52	18196
'35	146	15	27	250	17	578	54	33	413	95	257	485	26	28	48	59	223	60	17	94	345	85	280	19	8038
Prior to '35	234	40	81	512	30	1500	77	60	629	109	393	914	83	67	89	89	345	66	41	126	450	132	443	30	14704
Year Not Given	15	2	8	36	7	69	4	5	57	20	45	318	9	6	4	62	216	5		12	2	1	38	7	2689
Willys (Whip-Wk) July 1 Total	**1785**	**450**	**1063**	**8967**	**903**	**22095**	**3224**	**1780**	**15361**	**1981**	**1969**	**17974**	**1224**	**1420**	**727**	**6053**	**13693**	**1212**	**386**	**2839**	**2520**	**2297**	**4007**	**1635**	**236991**
'51	90	46	114	727	64	1290	200	76	765	33	19	741	48	79	69	240	692	81	55	89	121	65	189	147	12306
'50	148	93	215	1395	128	3632	563	142	1790	122	103	3119	168	210	92	668	1919	159	45	342	147	317	425	266	30221
'49	215	38	142	1167	81	2990	609	164	1685	251	60	1869	122	253	107	763	2045	149	34	400	128	479	432	217	27254
'48	329	43	112	1048	129	3198	446	501	2286	238	58	2820	154	179	80	1290	2826	188	35	517	130	211	628	367	36273
'47	247	56	101	877	103	2557	318	355	1891	245	77	2077	150	104	44	1012	2073	150	16	426	89	167	483	310	29284
'46	145	35	73	977	91	2076	89	213	1474	105	19	2021	126	23	21	554	1262	70	6	226	30	35	260	143	20218
'45-'42	71	30	48	607	85	1259	112	74	725	154	145	466	101	57	30	478	966	124	14	160	198	130	135	63	13033
'41	98	26	64	518	79	1185	302	78	930	170	334	1281	170	130	59	327	488	121	30	172	483	197	277	37	15832
'40	66	22	76	557	45	1206	237	43	1357	194	377	1184	76	132	74	324	482	59	48	137	354	241	326	27	15767
'39	21	9	21	240	18	573	80	17	418	91	98	278	15	38	25	66	151	24	13	76	121	80	95	6	5922
'38	40	5	25	216	16	547	74	26	311	82	113	314	22	46	20	50	180	18	14	79	104	78	128	14	5686
'37	111	28	38	430	37	893	146	36	1038	212	249	668	41	107	40	124	344	44	25	153	304	201	292	26	13031
'36	5	7	6	22	10	66	10	6	120	22	124	43	5	7	6	29	47	8	9	10	105	11	17	4	2330
'35	1	1		6	3	15	8		50	8	48	6		11		19	25	1	5	4	46	7	6		1376
Prior to '35	196	10	27	171	13	581	29	45	506	46	137	447	26	43	56	55	123	15	37	43	156	70	303	7	6930
Year Not Given	2	1	1	9	1	27	1	4	15	8	8	640		1	4	54	70	1		5	4	8	11	1	1528
Misc. July 1, Total	**943**	**198**	**659**	**5654**	**519**	**18917**	**1906**	**275**	**5706**	**973**	**2135**	**5535**	**757**	**941**	**239**	**1142**	**9644**	**422**	**378**	**1846**	**3189**	**564**	**2871**	**228**	**135530**
'51	63	15	49	636	39	2308	201	11	363	47	156	408	45	140	8	81	565	73	30	187	491	26	177	7	14203
'50	73	36	89	992	72	5259	299	11	622	76	487	584	136	162	23	169	1199	45	48	389	841	23	246	28	22715
'49	69	15	81	688	59	2388	226	4	531	158	197	972	90	127	8	166	1282	44	93	209	335	41	451	19	16461
'48	104	15	86	1485	47	3760	400	17	963	90	230	955	117	163	20	152	1704	30	78	524	525	56	231	24	21642
'47	52	18	22	136	15	532	51	12	246	38	77	102	27	47	2	53	538	12	11	70	40	12	151	8	4991
'46	50	5	15	89	6	308	40	9	132	23	38	29	21	18	6	45	324	7	6	58	19	7	74	6	3130
'45-42	30	1	6	42	12	121	28	3	105	16	34	28	9	22	6	72	234	12		23	21	10	72	8	2181
'41	46	18	40	112	19	357	76	8	300	51	52	95	31	19	4	59	660	32	3	21	102	23	192	16	5031
'40	32	7	25	83	12	352	61	7	264	50	45	97	17	31	6	61	404	12	7	34	41	42	111	12	4087
'39	19	2	23	99	8	326	60	13	240	38	54	104	18	22	8	45	246	13	7	31	24	37	116	11	3327
'38	25	6	20	57	3	234	38	5	110	30	27	85	24	10	5	25	178	5		33	16	21	72	6	2220
'37	20	3	36	87	11	314	55	14	209	46	54	105	24	21	12	29	231	16	5	34	49	28	126	9	3501
'36	36	3	20	107	6	267	25	13	226	51	71	166	25	9	7	29	196	24	7	37	39	42	123	15	3548
'35	22	2	16	93	6	193	14	9	110	26	48	97	22	11	3	12	92	11	4	30	29	23	92	7	2225
Prior to '35	186	41	88	684	60	1680	126	132	850	179	422	990	128	94	110	88	561	68	73	160	436	155	515	36	17549
Year Not Given	116	11	43	264	144	518	206	7	435	54	143	718	23	45	11	56	1230	18	6	6	181	18	122	16	8719

3 ways for Automotive

1 – LIFE reaches more of your prospects. Every week 5,200,000 copies of LIFE are bought—more than any other magazine.

In the course of 13 issues LIFE's audience grows from the 23 million who read one issue to 62,600,000 different people*—more than half the nation, probably more than half the people in your town.

2 – LIFE reaches more of your best prospects. In LIFE's tremendous thirteen-issue audience are 2 out of every 3 people in America's middle-and-upper income groups* . . .

Facts that show how

NEW CARS

Of all persons in households buying new cars within a one-year period—

75%* read *LIFE*

GASOLINE

Of all Americans who purchase gasoline within a one-week period—

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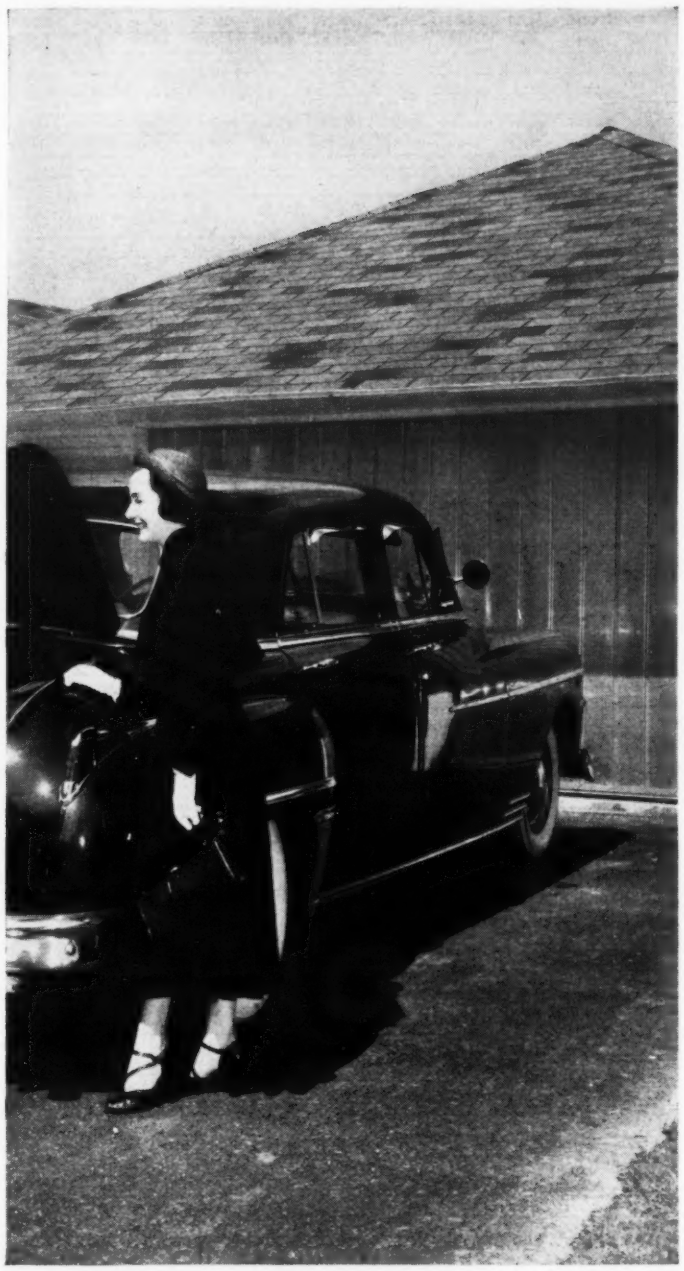
Men to look at LIFE



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New Car Registrations by Makes, 1922 Through 1951

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
Ajax				4157																					
Anderson			480	136																					
Apperson	610	740	682	474																					
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292									
American Austin									4354	2941	2520	3675	1057												
English Austin																							86 0	3642	5452
Bay State		617	213																						
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825
Case	895	859	653																						
Chalmers	4898	6758	2003																						
Chandler	6870	11212	10207	10416	20268	18445	15530																		
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300
Cleveland	6449	8811	8028	12435																					
Cole	1461	1459	762	207																					
Columbia	2807	3903	1603	89																					
Continental								342				3310	953												
Cord										*	*				1174	*									
Crosley																					2868	15934	25400	10175	6896
Davis		949	812	692																					
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023
Diana					2297	805																			
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104
Dort	6582	5592	2493																						
Durant	21615	30103	9983	4204			23414																		
Earl	2119	1474	406																						
Elcar					1336																				
Elgin	1161																								
Erskine						8400	22689	‡																	
Essex	23276	31450	54395	119493	131663	166794	177469	191328	63338	42543	§														
Falcon-Knight						5719	5322																		
Flint			14778	14395	8439	1742																			
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360												
Frazer																					1873	51158	57994	15827	26223xx
Gardner	5663	6391	4311	2831		3290	3177																		
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856						
Graham-Paige							58523	60487																	
Grant	507																								
Gray		9068	8164	2340																					
Haynes	4337	3831	2129	330																					
H.C.S.		306	231																						
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8461	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72414	83344	109497	137907	134219
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211						
Jewett	9498	25900	27662	28621	14560		4255																		
Jordan	4167	6691	6159	6531	8469	6357																			
Kaiser																					3501	55571	108367	57995	85832
King	378																								
Kissel	561	1127	898	1406																					
LaFayette	349	384	441					1361					9301	17445	16304										
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599						
Lexington	2114	1330	498	339																					
Liberty	1654																								
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318
Locomobile			230	828	2586	2037																			
Marmon	2893	2830	2613	4618	3512	10095	14770																		
Maxwell	33419	42788	44006	36236																					
Marquette								†	†																
Mercer	300																								
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217
Mitchell	2290	623	78																						
Moon	2862	5820	7567	7525	4702	3375																			
Moon-Diana							2748																		
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722
National	351																								
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**															
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	46890	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519
Overland	52072	88336	106950	117525	96057																				
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155
Paige	7462	4047	5913	3703	15873	18256																			
Peerless	2958	4775	3936	4755	10437	9872	7748																		
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166									
Plymouth								84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528
R. & V. Knight			273																						
Reo	9460	13099	11249	13700	10255	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146										
Rickenbacker	2262	5958	6583	8049	4050																				
Rockne											††														
Rollin			3662	2088																					
Saxon	521																								
Star		75185	62037	70339	79314	55039	47954																		
Stearns-Knight	1191	1543	1945	1573		927	1184																		
Stephens	2064	3156	1213																						
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	††41968	36242	41560	39573	67835	70054	41504	84660	102281	114331	58051	102123	143120	199460	268229
Stutz	769	1602	1167	1190	3692	2906	2430																		
Terraplane											§28778	35831	40510	53838	78471	¶	¶								
Velie	3729	4151	4384	4715	3804	4046																			
Viking																									
Westcott	1024	862	377	245																					
Whippet						99533	191220	x	x	x	x														
Willis-Ste. Claire	2736	1554	2020	1796	1929																				
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x														
Willys-Overland									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926
Winton	461	340	129																						
Wolverine						2750																			
Yellow		1670	1499	1163																					
Electrics	405	368	76	22																					
Miscellaneous, Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1441	1516	3016	5254	3867	647	894	10433	10148	13259
TOTALS	1568505	2487876	z2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

zSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

1951 New-Car Registrations are on Page 28

New Truck Registrations by Makes and Years, 1926-1951

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	Make
Acme	483	452	388	300																			Acme
American LaFrance			347	329																			American LaFrance
Armleder			79																				Armleder
Atterbury			141	141																			Atterbury
Austin								1053	494	181												65	Austin
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	Autocar
Available																			49	27	30	24	Available
Bantam														590	335	40							Bantam
Biederman																			5	5	8	1	Biederman
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	2182	Brockway
Brown																			183	154	316	230	Brown
Buick									152	116													Buick
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	Chevrolet
Coleman																			6	4	11	1	Coleman
Commerce			65	16																			Commerce
Corbitt																			268	100	109	153	Corbitt
Crosley																			2411	871	422	434	Crosley
Dart																			36	22	24	12	Dart
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	Diamond T
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	Divco
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	Dodge
Dover				401																			Dover
Duplex																			45	11	7	5	Duplex
English Austin																			18	97	108		English Austin
Euclid																			120	42	59	89	Euclid
Fageol				792																			Fageol
Fargo			281	3391																			Fargo
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	Federal
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	Ford
Freightliner													274	182	252	280			105	57	83	126	Freightliner
FWD																	585	1195	811	337	323	501	FWD
Garford	712	573	341	114																			Garford
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	100285	GMC
Gotfredson			460	190																			Gotfredson
Graham	24803	42359	36542																				Graham
Gramm			75																				Gramm
Hahn				125															14	52			Hahn
Hendrickson																			58	59	88	103	Hendrickson
Hudson										638	1905	4823	719	409	760	736	2543	2534	117				Hudson
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178									Indiana
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	International
Kenworth																			478	392	673	668	Kenworth
Kleiber			380	326																			Kleiber
Larrabee			381	363																			Larrabee
Linn																			81	23	9	1	Linn
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	9794	Mack
Marmon-Herrington																			568	189	97	55	Marmon-Herrington
Martini																			2	2			Martini
McDonald																			4	2			McDonald
Moreland			686	715																			Moreland
Nash																			32	236	52	211	Nash
Oshkosh																			173	115	100	92	Oshkosh
Overland	813	399																					Overland
Peterbilt																		195	279	249	280	301	Peterbilt
Pierce-Arrow	1177	613	803	494																			Pierce-Arrow
Plymouth									123	660	2420	13709	6652	8294	9528	7732							Plymouth
Pontiac		3611																		775	1362	908	Pontiac
Relay			205	511																			Relay
Renault																			2				Renault
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	Reo
Republic	990	1093	686	435																			Republic
Rugby			489	1248																			Rugby
Ruggles	430	295	127	16																			Ruggles
Sanford			77																				Sanford
Schacht			395	280																			Schacht
Selden	551	408	430	269																			Selden
Service			82	38																			Service
Star			471																				Star
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	Sterling
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70									Stewart
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	Studebaker
Terraplane					‡589				517														Terraplane
Thames																			715	1216	258	171	Thames
Walter																			132	76	82	80	Walter
Ward LaFrance																		509	271	88	46	45	Ward LaFrance
Whippet			2681	5991																			Whippet
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	White
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76585	32765	24640	24292	Willys
Willys-Knight			538	612																			Willys-Knight
Yellow	1642	1079	148																				Yellow
Electrics			502	578																			Electrics
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1389	3387	4261				15	Miscellaneous
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403886	510683	611644	618249	365349	486748	559150	640697	625249	879132	1035174	961961	1142307	1003850	TOTALS

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

World Motor Vehicle Registrations, as of January 1, 1951

(Based on information received from the Foreign Service of the United States)

COUNTRY	Passenger Cars	Taxicabs	Trucks	Buses	Other	Total
Aden	1,373	196	513	***	..	2,082
Aegian Islands*	400	**	**	**	..	400
Afghanistan 1-1-50	917	**	3,219	***	..	4,136
Albania*	500	..	1,250	***	..	1,750
Algeria 1-1-50	121,800	..	28,650	1,350	..	151,800
Anglo Egyptian Sudan*	4,376	..	5,517	230	..	10,123
Angola	2,439	..	7,078	28	..	9,545
Antigua*	526	..	94	24	..	644
Arabia*	5,378	..	5,055	68	..	10,501
Argentina	275,000	..	140,000	16,000	..	431,000
Australia	876,902	..	469,085	6,841	..	1,352,828
Austria 10-31-49	41,150	2,824	59,264‡	2,655	..	105,893
Azores*	687	..	295	..	..	982
Bahamas	1,833	129	648	7	..	2,617
Bahrein*	250	..	225	20	..	495
Barbados 1-1-49	2,794	..	1,228	52	..	4,074
Belgian Congo 1-1-50	9,678	..	11,227	***	294	21,199
Belgium	267,577	6,022	142,241	2,325	11,292	429,457
Bermuda	1,793	440	694	49	..	2,976
Bolivia 1-1-50	2,489	800	8,079	467	..	11,835
Borneo, North 1-1-50	383	..	213	170	..	766
Brazil	187,198	51,276	190,423	14,220	..	443,117
British E. Africa						
Kenya 1-1-49	3,237	..	2,075	437	..	5,749
Nyasaland 1-1-50	1,455	..	1,104	***	..	2,559
Tanganyika 1-1-50	6,189	..	5,722	***	..	11,911
Uganda 1-1-50	4,399	..	2,647	295	..	7,341
Zanzibar 1-1-50	122	..	9	26	..	157
British Guiana	2,305	1,067	809	74	..	4,255
Br. Honduras	262	73	248	2	..	585
Br. Somaliland*	50	..	795	5	..	850
Br. W. Africa						
Gambia 1-1-50	304	35	421	37	..	797
Gold Coast 9-30-49	9,604	..	23,796	***	..	33,400
Nigeria	12,841	..	14,104	100	..	27,045
Sierra Leone 1-1-50	911	29	911	36	..	1,887
Brunei 1-1-50	247	..	160	62	..	469
Bulgaria 6-1-49	9,000	..	5,000	900	..	14,900
Burma 3-6-51	9,104	156	14,932	4,297	..	28,489
Canada*	1,889,642	..	628,722	9,107	..	2,527,471
Canary Islands*	5,050	..	3,370	525	..	8,945
Ceylon	33,093	1,119	11,160	3,145	..	48,517
Channel Islands 1-1-50	8,817	..	4,730	***	..	13,547
Chile	35,465	4,633	27,507	4,164	..	71,769
China*	53,000	..	**	**	..	53,000
Columbia 1-1-50	30,000	..	21,950	6,650	..	58,600
Cook Islands*	..	45	74	..	..	119
Costa Rica	4,250	395	2,308	810	..	7,763
Cuba	56,717	15,675	32,377	5,307	..	110,076
Cyprus 1-1-50	3,237	..	2,658	***	..	5,895
Cyrenaica	1,100	..	**	**	..	1,100
Czechoslovakia 3-1-48	105,000	..	61,100	1,800	3,880	171,780
Denmark	118,072	..	58,677	2,719	..	179,468
Dominica 1-1-49	121	..	61	***	..	182
Dominican Republic*	5,277	..	3,431	561	..	9,269
Ecuador 1-1-50	6,284	1,012	3,981	1,408	..	12,685
Egypt	49,926	9,948	14,443	3,512	..	77,829
Eritrea*	1,600	..	**	**	..	1,600
Ethiopia	3,484	444	4,091	39	..	8,058
Falkdan Islands*	56	..	65	***	..	121
Faroe Islands*	500	..	**	**	..	500
Fiji*	1,810	..	1,146	332	..	3,288
Finland	22,678	4,000	31,835	3,348	..	61,861
France	1,600,000	..	800,000	22,000	..	2,422,000
Fr. Cameroon 1-1-50	3,000	..	1,675	***	..	4,675
Fr. Equatorial Africa*	3,525	..	9,750	***	..	13,275
Fr. Guiana 1-1-50	200	..	100	***	..	300
Fr. Indo China*	20,800	..	9,000	***	..	29,800
Fr. Somaliland*	190	..	160	***	..	350
Fr. West Africa	9,514	..	22,343	519	..	32,376
Germany, Federal Republic	600,670	..	382,565	15,030	..	998,265
Gibralter	1,611	128	305	66	..	2,110
Gilbert and Ellice Islands 1-1-50	5	..	15	***	..	20
Greece	4,023	4,222	17,055	4,083	..	29,383
Greenland*	22	..	**	**	..	22
Granada 1-1-49	706	..	233	***	..	939
Guadeloupe	2,623	150	2,905	***	..	5,678
Guatemala	6,171	1,428	3,593	1,562	..	12,754
Haiti 1-1-50	3,124	..	1,083	340	..	4,547
Honduras	1,353	380	1,583	56	..	3,372
Hong Kong 9-30-50	8,799	632	2,484	391	676	12,982
Hungary 1-1-49	10,988	..	9,340	633	735	21,696
Iceland	6,038	..	4,389	289	..	10,716
India*	146,290	..	89,778	39,190	..	275,258
Indonesia	31,046	..	21,649	7,643	..	60,338
Iran	12,646	..	12,338	4,220	..	29,204
Iraq 1-1-50	4,005	3,498	4,367	2,605	..	14,475
Ireland Aug. 1950	85,140	6,759	24,982	1,231	2,707	120,819
Israel 3-31-50	7,697	1,103	11,153	1,111	..	21,064
Italy 9-30-50	443,831	..	301,273	13,100	..	758,204
Jamaica 1-1-50	11,398	730	3,444	204	..	15,776
Japan	43,093	..	275,668	18,437	..	337,198
Jordan, Hashemite Kingdom of	2,000	..	1,750	175	..	3,925
Korea 1-1-50	2,568	1,492	9,679	998	..	14,737
Lebanon	8,742	1,981	3,020	679	..	14,422
Liberia*	1,000	..	525	10	..	1,535
Libya*	1,020	..	1,055	20	..	2,095
Luxembourg 6-30-50	9,204	..	4,384	160	..	13,748
Macao*	259	..	48	***	..	307
Madagascar	3,829	..	5,457	158	160	9,604
Madeira 1-1-50	717	..	437	***	..	1,154
Malaya, Federation of 1-1-49	19,757	..	13,644	1,499	..	34,900
Maltese Islands	5,816	401	2,529	551	..	9,297
Martinique	3,844	..	2,736	266	..	6,846
Mauritius*	3,479	..	1,149	186	..	4,814
Mexico 1-1-50	160,580	..	106,321	16,169	..	283,070
Monaco*	1,500	..	**	**	..	1,500
Montserrat*	66	..	28	3	..	97
Morrocco						
French	38,092	..	28,075	***	..	66,167
International 1-1-50	1,726	148	612	32	..	2,518
Spanish 1-1-50	1,040	..	1,008	243	..	2,291
Mozambique	5,947	..	7,079	171	..	13,197
Netherlands	147,625§	..	81,550	5,949	..	235,025
Netherland W. Indies						
Aruba 8-31-49	2,707	..	747	***	..	3,454
Bonaire 8-31-49	65	..	39	***	..	104
Curacao 1-1-50	4,232	..	1,650	463	..	6,345
New Caledonia 10-1-48	1,662	..	1,272	***	..	2,934
New Guinea	..	..	..	..	..	..
New Zealand	254,220	..	91,914	1,605	..	347,739
Nicaragua*	1,850	..	1,430	255	..	3,535
Niue 1-1-47	6	..	7	..	..	13
Northern Ireland	50,900	3,160	21,500	***	1,360	76,920
Norway	64,200	..	48,987	4,263	..	117,450
Pakistan 3-31-50	20,017	..	7,977	4,476	..	32,470
Panama 1-1-50	23,162	..	2,100	1,261	..	26,523
Papua and New Guinea 1-1-49	1,396	..	1,155	8	160	2,719
Paraguay	1,998	301	1,070	446	..	3,815
Peru 1-1-50	18,061	7,087	17,687	2,511	..	45,346
Philippine Republic 1-1-50	38,100	..	51,790	***	..	89,890
Poland 6-1-48	28,200	..	40,766	***	..	68,966
Portugal	56,440	6,000	27,654	2,600	..	92,694
Portuguese India 1-1-49	866	..	727	***	..	1,593
Reunion 1-1-49	2,618	..	1,216	***	..	3,834
Rhodesia*	36,937	..	25,827	330	..	63,094
Rumania*	14,000	..	10,000	2,000	..	26,000
St. Helena 1-1-50	65	..	22	9	..	96
St. Kitts & Nevis 1-1-50	198	..	93	***	..	291
St. Lucia*	320	..	91	70	..	481
St. Pierre-Miquelon*	25	..	60	..	..	85
St. Vincent*	250	..	70	..	..	320
Salvador, El.	6,770	..	1,418	1,132	..	9,320
Samoa, American*	210	..	**	**	..	210
Samoa, Western 1-1-47	144	..	141	22	..	307
Sarawak 1-1-50	217	..	123	121	..	461
Seychelles	156	20	46	***	..	222
Siam*	11,500	..	5,500	***	..	17,000
Singapore, Colony of	16,500	..	13,426	***	..	29,926
Society Islands*	210	..	60	***	..	270
Somalia*	924	..	2,916	34	..	3,874
Southwest Africa*	10,000	..	**	**	..	10,000
Spain	60,000	..	50,000	7,200	..	117,200
Surinam	729	350	626	118	15	1,838
Sweden	237,938	..	83,276	7,528	..	328,742
Switzerland	146,998	..	36,000	2,445	..	185,443
Syria	4,820	..	4,937	1,448	..	11,205
Tiwan (Formosa)	8,967	..	**	**	..	8,967
Tonga	48	..	56	***	..	104
Trinidad & Tobago 6-30-50	12,577	..	5,282	394	..	18,253
Tunisia	16,830	561	8,507	523	337	26,758
Turkey	10,475	..	13,375	3,135	..	26,985
Union of South Africa*	462,236	..	130,189	4,485	..	596,910
United Kingdom Aug. 1950 (England, Scotland and Wales)	2,308,900	..	862,500	135,100†	..	3,306,500
U.S.S.R.*	2,580,000	..	**	**	..	2,580,000
Uruguay*	40,150	..	21,450	1,550	..	63,150
Venezuela 1-1-50	57,270	..	60,976	4,565	..	122,811
Yugoslavia 1-1-50	7,179	..	15,689	926	..	23,794
TOTAL—(Foreign)	14,412,115	140,849	6,018,077	445,206	21,616	21,037,863
United States	40,315,175	N.A.	8,604,448	223,652	..	49,143,275
Alaska*	18,080	N.A.	8,426	411	..	26,917
Hawiian Islands*	110,532	N.A.	26,405	828	..	137,765
Puerto Rico*	39,521	N.A.	16,888	910	..	57,319
Virgin Islands*	1,007	N.A.	647	18	..	1,672
TOTAL—(U. S. and Possessions)	40,484,315	..	8,656,814	225,819	..	49,366,948
GRAND TOTAL	54,896,430	140,849	14,674,891	671,025	21,616	70,404,811

*American Automobile. **Included with passenger cars. ***Included with trucks.
†Includes taxicabs. ‡Includes 14,624 tractors. §Includes jeeps. N.A.: Not available.

NOTE: Belgium—"Other" vehicle listing of 11,292 includes bicycles with motors and tax-exempt vehicles.
Japan—"Truck" listing of 275,668 includes 3-wheel vehicles used as carriers.
United Kingdom—"Passenger Car" listing of 2,308,900 includes tax-exempt vehicles.

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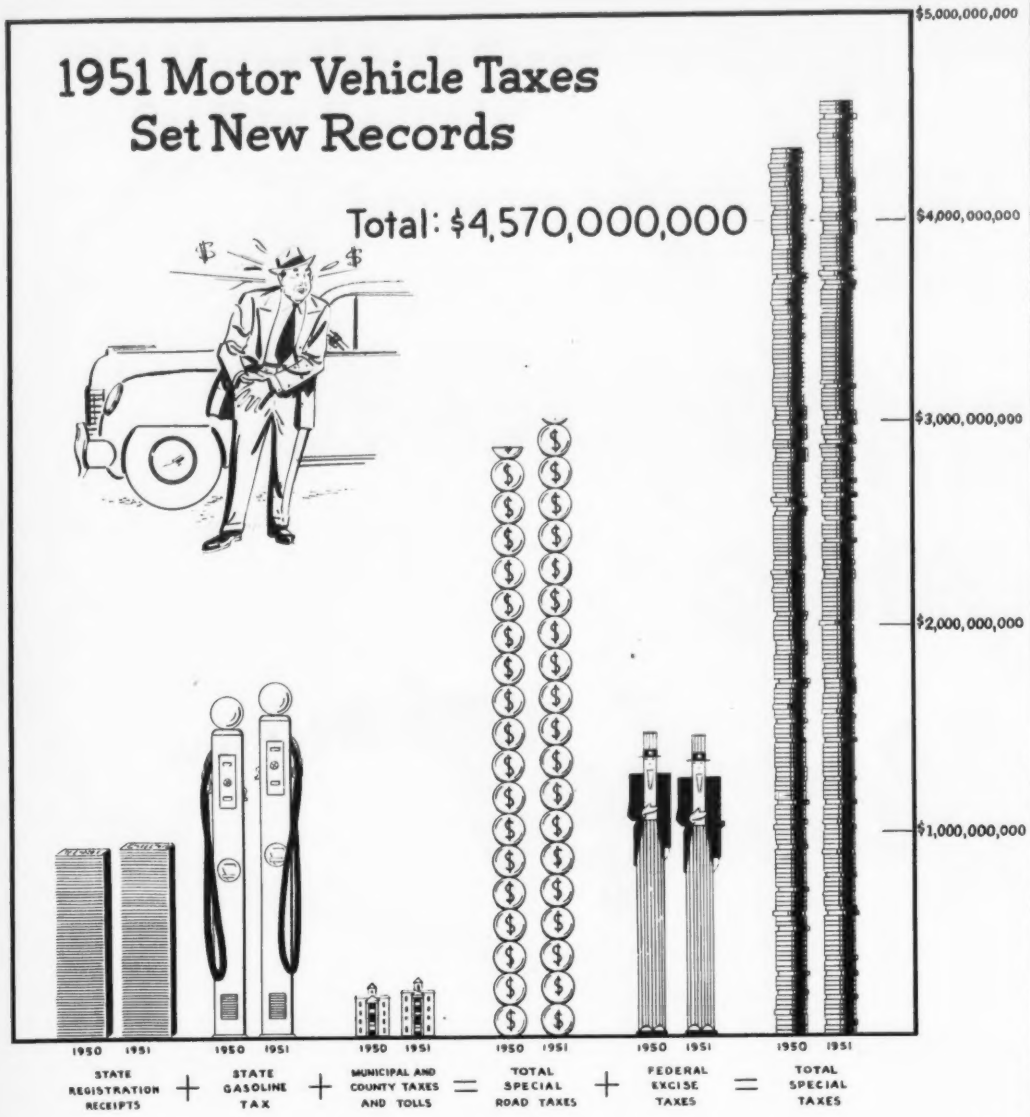


	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	259,000,000	2,874,562,000	1,479,471,000	4,354,033,000
1951*	.....	.....	.....	.....	.....	4,570,000,000

These are special taxes on motor vehicle users. Income and property taxes on motor vehicle, body, parts, and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies not included.
(1) U. S. Bureau of Public Roads Registration receipts include special motor carrier fees.
(2) Estimated from data compiled by the Board of Investigation and Research.
(3) Bureau of Internal Revenue and U. S. Bureau of Public Roads. Not a road tax*
*Preliminary.

Source: Automobile Manufacturers Assn

Average Employment, Hours and Earnings in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1949—January	794.0	664.6	67.74	39.8	1.702
February	772.5	648.9	66.91	39.5	1.694
March	775.6	646.1	62.96	37.7	1.670
April	777.9	648.8	64.77	38.6	1.678
May	726.9	600.5	63.22	37.3	1.695
June	775.6	646.1	66.94	39.4	1.699
July	799.0	669.5	68.67	40.3	1.704
August	807.0	678.0	67.78	39.8	1.703
September	810.2	686.3	69.33	40.4	1.716
October	789.2	666.1	65.87	39.0	1.689
November	697.1	582.1	61.03	36.2	1.686
December	703.2	585.1	65.44	38.2	1.713
1950—January	797.4	675.4	70.14	40.9	1.715
February	689.0	567.1	67.64	39.6	1.708
March	698.9	575.6	69.08	40.4	1.710
April	720.3	595.3	73.77	42.2	1.748
May	862.4	736.3	71.66	41.4	1.731
June	893.4	764.7	75.76	42.8	1.770
July	883.7	756.7	74.35	42.1	1.766
August	907.9	780.9	75.21	42.3	1.778
September	913.3	787.8	73.81	40.6	1.818
October	922.7	794.8	75.21	41.1	1.830
November	887.7	760.4	72.76	39.5	1.842
December	895.7	767.3	76.28	40.9	1.865
1951—January	897.6	767.3	71.48	38.7	1.847
February	925.8	790.6	74.29	39.9	1.862
March	935.6	793.4	76.13	40.3	1.889
April	913.9	774.1	74.52	39.7	1.877
May	891.4	752.4	74.90	39.8	1.882
June	875.6	738.1	74.88	38.9	1.925
July	819.1	684.0	73.30	37.9	1.934
August	812.4	675.1	76.31	39.5	1.932
September	816.7	678.6	77.53	39.8	1.948
October	807.1	667.4	77.34	39.7	1.948
*November	803.2	662.6	76.67	39.3	1.951
*December	789.4	650.4	79.35	40.3	1.969

*Preliminary estimates.

Source: Bureau of Labor Statistics.

Average Pay for Servicemen . . .

Backshop Hourly Rates

Area	Body Repairmen, Metal	Electricians, Automotive	Greasers	Mechanics, Automotive Class A	Mechanics, Automotive Class B	Washers, Automotive
Atlanta*	$1.74	$1.87	$0.93	$1.60	$1.14	$0.76
Baltimore	1.84	1.68	1.00	1.64	1.17	.79
Birmingham	1.72	1.59	1.15	1.72	1.06	.76
Boston*	1.76	1.78	1.09	1.63	1.31	.93
Bridgeport	1.89	**	1.19	1.70	1.35	1.18
Buffalo	1.85	2.27	1.40	1.88	1.38	1.10
Chicago	2.33	**	1.41	2.06	1.48	1.17
Cincinnati	1.87	**	1.08	1.70	1.26	.93
Cleveland	2.28	**	1.46	2.25	1.59	1.46
Dallas	2.08	1.97	1.33	1.73	1.22	.84
Denver*	1.81	**	1.18	1.77	**	1.06
Detroit	2.44	**	1.54	2.26	1.75	1.19
Houston	2.26	2.06	1.18	2.11	1.23	.86
Indianapolis	2.37	2.08	1.57	1.96	1.36	1.01
Jacksonville	1.77	**	.98	1.62	**	.78
Kansas City	2.00	2.68	1.41	1.98	1.41	.99
Los Angeles	2.25	2.52	1.81	2.06	1.44	1.31
Louisville	1.97	**	1.37	1.65	1.15	.90
Memphis	1.84	**	1.22	1.77	1.38	.69
Milwaukee	2.11	1.86	1.23	1.85	1.39	1.15
Minneapolis-St. Paul	1.86	1.43	**	1.78	**	1.38
Newark-Jersey City	1.58	1.79	1.16	1.82	1.46	1.12
New Orleans	1.86	**	1.11	1.82	**	.78
New York*	1.93	1.94	1.26	1.87	1.46	1.20
Philadelphia	1.75	**	1.06	1.69	1.31	1.03
Pittsburgh	1.95	1.89	1.20	1.94	1.44	1.05
Portland-Vancouver	1.94	2.09	1.57	2.01	**	1.29
Providence	1.49	**	1.19	1.56	1.22	**
Richmond	1.86	**	.79	1.79	1.09	.71
St. Louis	2.06	**	1.45	1.93	**	1.26
San Francisco-Oakland*	2.24	2.18	1.58	2.03	**	1.58
Seattle	2.09	2.02	1.68	2.01	**	1.61
Toledo	2.26	**	1.65	2.05	1.61	1.43
Washington	2.03	1.86	.94	1.81	1.16	.95

*Relates to a period in 1951 prior to April.
**Insufficient data to justify presentation of an average.

Data supplied by U. S. Bureau of Labor Statistics.

Men Employed on Federal, State Highway Construction

	MEN EMPLOYED ON ALL FEDERAL AND FEDERAL-AID HIGHWAY CONSTRUCTION							TOTAL MEN EMPLOYED ON ALL FEDERAL AND STATE HIGHWAY CONSTRUCTION AND MAINTENANCE						
	Fiscal Year 1945	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951	Fiscal Year 1945	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951
July	14,439	9,166	45,426	79,684	85,462	94,216	89,507	131,718	118,887	188,483	239,993	257,280	270,268	272,151
August	13,842	19,595	51,768	87,325	82,084	94,445	92,491	134,552	127,931	199,927	249,975	254,576	274,775	279,899
September	13,338	11,118	56,848	82,498	77,548	92,337	89,334	129,850	126,534	199,413	238,151	248,967	268,617	272,652
October	11,866	10,725	55,080	76,324	73,143	90,633	85,374	129,970	125,676	198,252	228,623	242,057	259,993	264,036
November	9,811	9,742	47,570	59,971	58,005	67,787	68,343	120,227	118,442	184,178	203,397	213,864	228,197	239,320
December	7,520	7,542	35,248	42,903	39,667	47,008	43,970	102,518	111,991	161,190	175,880	181,900	193,525	198,344
January	5,895	6,765	27,693	30,746	28,173	33,483	35,076	191,506	110,366	150,008	155,958	162,423	169,757	176,631
February	5,240	8,120	29,963	26,386	27,816	33,434	31,995	98,859	111,873	151,747	147,489	157,758	167,568	170,219
March	5,656	11,471	34,904	33,238	35,677	39,951	39,417	93,858	118,814	160,185	158,506	168,125	178,238	181,656
April	7,121	18,941	47,884	52,240	50,580	52,119	55,889	99,939	132,554	174,646	188,248	192,050	199,342	206,836
May	9,154	26,946	62,269	69,849	68,146	70,223	70,590	107,795	149,529	200,236	218,178	220,708	230,758	233,946
June	10,846	35,626	73,165	77,163	77,189	81,561	79,456	119,372	169,538	223,657	236,838	244,494	257,521	259,254

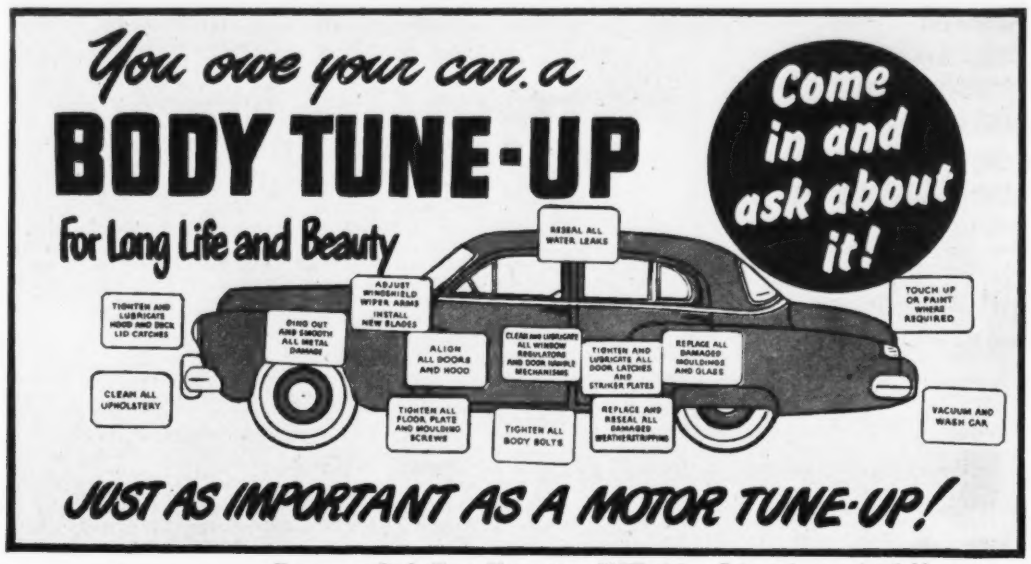
Source: National Highway Users Conference.

BRIGGS BODY TUNE-UP NEWS

Published by **BRIGGS MANUFACTURING COMPANY** • *Refinishing Materials Division*
DETROIT 11, MICHIGAN
BODY BUILDERS AND FINISHERS SINCE 1909

VOL. 1 APRIL, 1952 NO. 5

Over 15,000 Auto Dealers Saw and Approved The Briggs New Feature Service "Body Tune-Up"



★ *THIS POSTER* ★

Features a Body Tune-Up spotting the 14 steps. The car is a composite of all modern day automobiles so it can be used by any and all automobile dealers.

SIZE, 4 ft. x 7 ft., printed in four colors on strong, durable fiber paper, ready to hang in your service department.

Available to you at Briggs Manufacturing Company's actual cost of preparation and printing.

Briggs Manufacturing Company, Refinishing Materials Division, presented this brand new idea for automotive service at the N.A.D.A. Convention in New York last month.

The executives of Briggs Manufacturing Company present, were pleased with the enthusiastic reception of the visitors at the Briggs Booth, particularly because the Briggs Manufacturing Company has a fundamental interest in the building and the maintenance of quality automobile bodies, door panels and sectional repair parts. Most dealers realize now that a body tune-up is just as important as a motor tune-up, and that this new and valuable service for their customers can be very profitable for a service department. Literature was distributed at the show, outlining steps of a complete body tune-up. The information incorporated in the 14 steps is listed here.

BODY TUNE-UP IS JUST AS IMPORTANT AS MOTOR TUNE-UP

In a survey conducted by Briggs Refinishing Materials Servicemen throughout the U.S.A., it was discovered that a body tune-up is just as important as a motor tune-up.

Car owners are seldom told about the importance of a complete Body Tune-up. It is a known fact that a great share of the expense in the maintenance of a car is directly attributable to body repairs. They are conscious of the need for a regular tune-up of the engine and electrical system, from experience and the constant reminders from automotive service departments. It is just as important to render a complete body service, or in other words feature... **A BODY TUNE-UP AT REGULAR INTERVALS—FOR SMOOTH BODY OPERATION AND APPEARANCE.**

This important service, when utilized by the car owner, will put the car body in first class condition, as it should be. The owner's appreciation will be assured because the car is safe to drive—the appearance has been preserved, and the cost of maintenance during the life of the car has been reduced. Dealers and body shops featuring Body Tune-Up render a valuable service to the car owner. This service cannot be overemphasized.

BODY TUNE-UP . . .

The following is recommended as a Body Tune-Up procedure for appearance as well as functional operations.

1. Ding out and smooth all metal damage.
2. Touch-up or paint where required.
3. Replace all damaged moldings as well as any cracked, fogged or chipped glass.
4. See that the hood and doors are kept in good alignment so they open and close easily without any binding or rubbing.
5. Replace all damaged weatherstripping at the doors, deck lid and cowl vents. Reseal all loose weatherstripping.
6. Check doors, deck lid, all windows and cowl vents for water leaks. Stop all leaks either by resealing the area or replacing the weather seals.
7. Tighten and apply stainless stick lubricant to all door check stops, latches, striker plates and dovetails.
8. Clean and lubricate all window regulators and door handle mechanisms.
9. Adjust windshield wiper arms. Install new blades. Apply a drop of fine oil to windshield wiper pivots.
10. Tighten, clean and apply grease stick to hood catch and deck lid catch.
11. Tighten all floor plate and garnish molding screws.
12. Tighten all body bolts.
13. Clean the headlining, seat cushions, seat backs and door trim pads. If seat cushions are badly worn, frayed, or full of holes, install a good set of seat covers or have the seats recovered.
14. Vacuum and wash car.

D. Van Nostrand Company, Inc., Publishers —New York, Toronto, London Offer
"AUTOMOBILE BODY REPAIR AND PAINT GUIDE"

This reference guide was written by William J. Athanson, General Manager of the Parts and Refinishing Materials Division of the Briggs Manufacturing Company. Every conceivable phase in this field was analyzed and the book "AUTOMOBILE BODY REPAIR and PAINT GUIDE" was produced for the main purpose of helping automobile repair men, paint men, parts managers and service managers in the part they play in the industry today, particularly as it applies to their contacts with the car owners.

Dealer employers should have a copy of this book for every day reference. The Publisher's address is:
D. Van Nostrand Company, Inc.
250 Fourth Avenue
New York 3, New York

GIANT MAILING CARD FOR DEALERS' USE PROMOTING BODY TUNE-UP BY MAIL TO CAR OWNERS

The size of this card is 7¾" wide x 5½" high. It is printed in 4 colors. The reverse side contains an illustration and a place for addressing, and is made available to you by the Briggs Manufacturing Company, Refinishing Materials Division, 3001 Miller Avenue, Detroit 11, Michigan, in quantities that a dealer might require, depending of course on the number of automobile owners on the mailing list.

43 Years of Experience in Building and Painting Automobile Bodies

Briggs also sells the world's finest automotive finishing materials, LACQUERS • ENAMELS • PRIMER SURFACERS • THINNERS • RUBBING COMPOUNDS • X-ACT MATCH COLOR KITS • DOOR PANELS • SECTIONAL REPAIR PARTS • COLOR MIXING SERVICE. A Briggs distributor is near you.

BRIGGS PRODUCES THE FOLLOWING

- **Automobile Bodies and Component Parts**
- **Automobile Metal Stampings**
- **Automotive Interior Trim**
- **Decorative Plastic Panels and Moldings**
- **Automotive Finishes**
- **Briggs Beautyware Plumbing Fixtures**
- **Enamel Ware — Vitreous China Ware — Brass Plumbing Fixtures**

Gasoline Consumption

By States, 1951

	Gallons
Alabama	645,986,000
Arizona	267,987,000
Arkansas	425,010,000
California	4,390,550,000
Colorado	492,913,000
Connecticut	541,921,000
Delaware	109,292,000
Dist. of Columbia	206,276,000
Florida	964,118,000
Georgia	853,705,000
Idaho	210,181,000
Illinois	2,375,679,000
Indiana	1,309,535,000
Iowa	979,547,000
Kansas	768,429,000
Kentucky	615,214,000
Louisiana	601,168,000
Maine	240,176,000
Maryland	586,560,000
Massachusetts	1,023,082,000
Michigan	2,080,465,000
Minnesota	946,217,000
Mississippi	472,639,000
Missouri	1,254,409,000
Montana	232,374,000
Nebraska	489,310,000
Nevada	91,640,000
New Hampshire	137,907,000
New Jersey	1,396,711,000
New Mexico	244,365,000
New York	2,787,670,000
North Carolina	1,013,242,000
North Dakota	270,200,000
Ohio	2,387,704,000
Oklahoma	743,080,000
Oregon	546,902,000
Pennsylvania	2,371,797,000
Rhode Island	182,643,000
South Carolina	520,752,000
South Dakota	287,350,000
Tennessee	769,751,000
Texas	3,514,073,000
Utah	225,755,000
Vermont	100,644,000
Virginia	919,426,000
Washington	731,390,000
West Virginia	393,502,000
Wisconsin	1,035,188,000
Wyoming	141,039,000
TOTAL	43,895,474,000

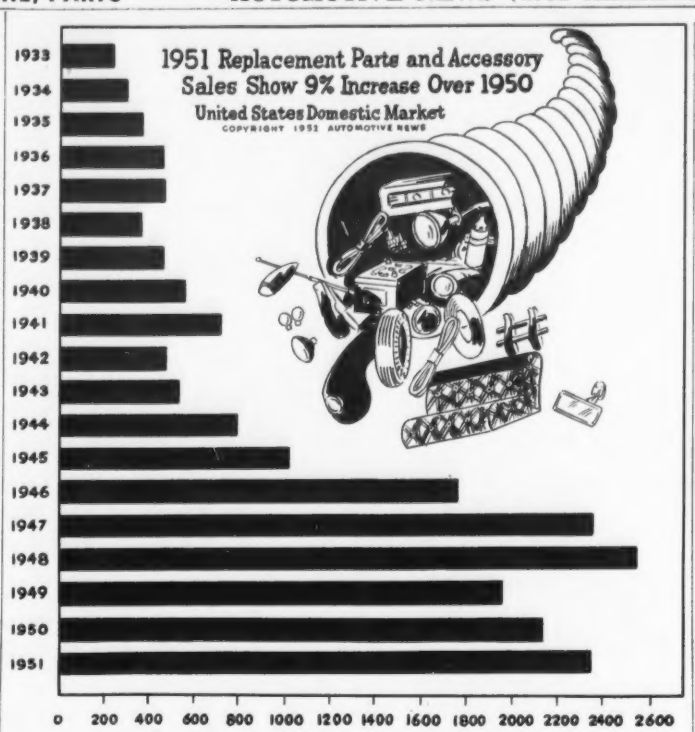
Source: American Petroleum Institute

GASOLINE PRICES, 1951

Average, 50 Representative Cities

CITY	*Price per Gal.
Portland, Me.	$ .2564
Manchester, N. H.	.2582
Burlington, Vt.	.2738
Boston	.2507
Providence	.2515
Hartford, Conn.	.2233
Buffalo	.2632
New York	.2708
Newark	.2390
Philadelphia	.2431
Dover, Del.	.2654
Baltimore	.2645
Washington	.2541
Charleston, W. Va.	.2978
Norfolk, Va.	.2778
Charlotte, N. C.	.2696
Charleston, S. C.	.2908
Atlanta	.2958
Jacksonville, Fla.	.2908
Birmingham, Ala.	.2988
Vicksburg, Miss.	.3047
Memphis	.2785
Lexington, Ky.	.2938
Youngstown, O.	.2538
South Bend, Ind.	.2701
Chicago	.2546
Detroit	.2637
Milwaukee	.2698
Twin Cities, Minn.	.2654
Fargo, N. D.	.2637
Huron, S. D.	.2778
Omaha	.2608
Des Moines	.2546
St. Louis	.2386
Wichita, Kans.	.2498
Tulsa	.2708
Little Rock	.2958
New Orleans	.2958
Houston	.2458
Albuquerque	.3016
Denver	.2711
Casper, Wyo.	.2966
Butte, Mont.	.2808
Boise, Idaho	.2961
Salt Lake City	.2650
Reno, Nev.	.2908
Phoenix, Ariz.	.2833
San Francisco	.2538
Portland, Ore.	.2810
Spokane, Wash.	.3038
AVERAGE, U. S.	$ .2715

*Includes state, federal and local taxes. Housebrand (regular grade gasoline)
Source: The Texas Company.



Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1942	$ 471,956,985	—34.3
1934	299,879,633	28.0	1943	527,710,048	12.0
1935	373,159,429	24.6	1944*	789,000,000	49.5
1936	454,110,443	21.5	1945*	1,012,000,000	28.3
1937	461,774,995	2.0	1946*	1,753,000,000	73.2
1938	360,892,902	—21.6	1947*	2,353,000,000	34.1
1939	460,408,017	27.5	1948*	2,553,000,000	8.5
1940	553,004,020	20.0	1949	1,895,000,000	—25.8
1941	718,212,295	30.0	1950	2,140,000,000	12.9
			1951†	2,350,000,000	10.0

NOTE: For year-to-year comparisons, probably the most comprehensive and accurate measure of the trend in the domestic market sales of repair parts and accessories is obtainable from the Federal excise tax collections. The wholesale value of parts and accessories taxable has been estimated by dividing the tax rate into the aggregate annual collections for years commencing March 1. (There is approximately a two-months' lag between the month in which sales are made and the month in which collections are normally reported.)

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

*After July 1, 1944, sales to the United States Government were subject to Federal excise taxes. The figures shown in the above table are based on the tax collections after eliminating in 1944 and 1945 the value of parts estimated to have been purchased for military vehicles.

†Preliminary

Source: Automobile Mfrs. Assn.

The Petroleum Picture

U. S. Production of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	1,037,800	2,843,288
1936	1,144,959	3,128,303
1937	1,331,127	3,646,923
1938	1,267,466	3,472,510
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,999,215	5,477,301
1950	2,155,693	5,906,008
1951	2,450,252	6,713,019

Source: Bureau of Mines. American Petroleum Institute.

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	983,317	2,694,019
1936	1,092,379	2,984,642
1937	1,169,205	3,203,301
1938	1,136,705	3,114,260
1939	1,230,486	3,371,195
1940	1,326,620	3,624,645
1941	1,485,779	4,070,627
1942	1,449,908	3,972,351
1943	1,521,426	4,168,290
1944	1,671,263	4,566,292
1945	1,772,685	4,856,671
1946	1,792,786	4,911,742
1947	1,989,803	5,452,000
1948	2,113,678	5,775,077
1949	2,118,250	5,803,425
1950	2,375,057	6,507,005
1951	2,570,862	7,043,457

Source: Bureau of Mines. American Petroleum Institute.

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	129,355	354,397
1936	132,369	361,664
1937	173,311	474,825
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,376	327,058
1950	111,306	304,948
1951	154,428	423,090

Source: Bureau of Mines. American Petroleum Institute.

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	52,635	144,205
1936	57,104	156,022
1937	57,157	156,595
1938	54,308	148,789
1939	59,060	161,808
1940	83,751	228,825
1941	97,142	266,142
1942	35,966	98,537
1943	63,412	173,732
1944	92,311	252,216
1945	113,619	311,285
1946	137,676	377,195
1947	159,389	436,682
1948	188,144	514,055
1949	235,559	645,367
1950	310,261	850,030
1951	307,721	843,071

Source: Bureau of Mines. American Petroleum Institute.

U. S. Automotive Tire, Tube Statistics

TIRES

Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951*	26,728,795	34,355,977	726,338	61,811,110	65,634,104	6,976,792

Truck and Bus

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950	4,670,783	9,704,975	788,450	15,164,208	14,155,842	743,216
1951*	5,415,945	10,426,451	957,258	16,799,654	17,816,305	1,796,442

INNER TUBES

Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	190,644	14,137,650	89,591	14,417,885	14,975,625	1,555,410
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950	36,719,625	36,037,257	402,320	73,159,202	69,131,682	5,475,671
1951* **	26,663,974	26,278,277	465,260	53,407,511	54,660,664	8,043,398

Truck and Bus

1944†	6,268,904	6,431,334	106,138	12,806,376	12,511,883	1,257,670
1945	4,873,005	10,519,860	253,104	15,645,969	16,030,899	1,380,156
1946	4,201,388	9,701,563	827,634	14,730,585	14,839,448	1,215,666
1947	5,357,219	6,787,727	1,290,352	13,435,298	14,168,846	1,940,217
1948	5,203,964	5,726,196	721,298	11,651,458	11,489,113	1,871,746
1949	3,425,293	4,802,394	553,599	8,781,286	8,676,233	1,780,631
1950	4,520,772	6,633,894	409,015	11,563,681	11,047,268	1,249,404
1951*	5,503,493	6,201,899	598,087	12,303,479	12,816,080	2,072,344

*Preliminary estimate. †1944 was the first year that a breakdown between truck and bus and passenger tube statistics was available.
**Includes motorcycle inner tubes for last six month of 1951.
NOTE: The above statistics represent an estimated 100% of the industry.
Source: Rubber Manufacturers Association.

Gasoline Prices and Taxes, 1920-1951

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2805	$ .2974	$ .0009	$ .2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1248	.1616	.0379	.1995
1931	.0965	.1298	.0400	.1698
1932	.1008	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0981	.1364	.0521	.1885
1935	.0973	.1355	.0529	.1884
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0958	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1045	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1693	.0618	.2311
1948	.1455	.1954	.0634	.2588
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0668	.2676
1951	.1533	.2031	.0684	.2715

*1926 and subsequent are "Posted Dealer Tank Wagon" prices
Source: American Petroleum Institute.

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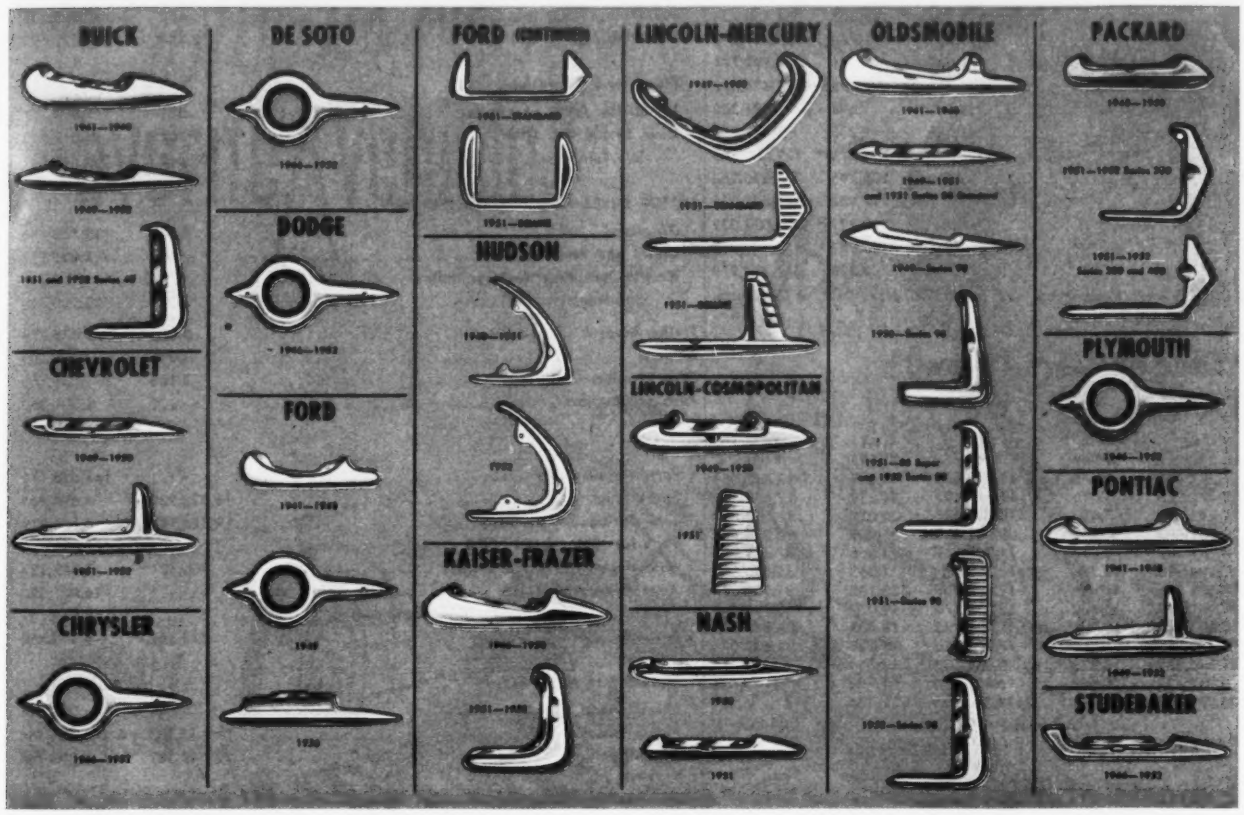

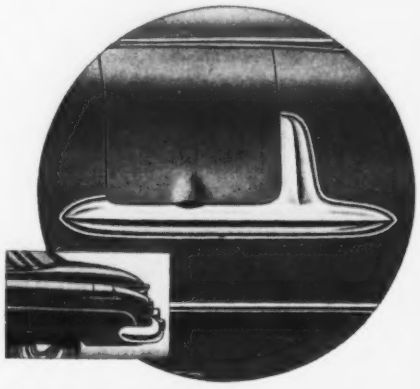

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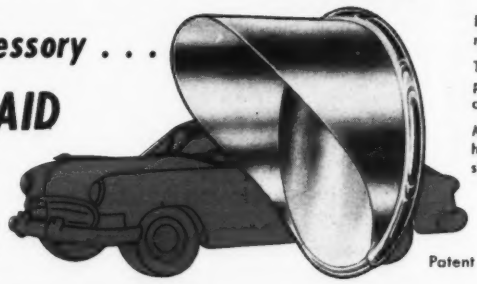

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United States Exports of Passenger Cars and Chassis from 1935-1951

Year	Under $850 Units	Under $850 Value	$850-$1,200 Units	$850-$1,200 Value	$1,200-$2,000 Units	$1,200-$2,000 Value	Over $2,000 Units	Over $2,000 Value	Total Units	Total Value
1935	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566.534	161,612	100,143,211
1939	122,444	68,359,398	13,008	12,399,486	2,057	2,968,351	357	931,166	137,866	84,658,401
1940	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*	.....	.....	.....	.....	....	.....	...	.....	116,994	122,500,568
1947	.....	.....	.....	.....	....	.....	...	.....	266,795	335,330,258
1948	.....	.....	.....	.....	....	.....	...	.....	217,305	279,837,012
1949	.....	.....	.....	.....	....	.....	...	.....	140,211	205,074,032
1950	.....	.....	.....	.....	....	.....	...	.....	125,987	186,177,925
1951	.....	.....	.....	.....	....	.....	...	.....	223,528	347,384,979

*Classifications combined into one in 1946.

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

U. S. Exports of Passenger Cars (New) 1948-1951

	1948 Number	1948 Value	1949 Number	1949 Value	1950 Number	1950 Value	1951 Number	1951 Value
January	18,934	$ 25,884,505	13,199	$ 21,352,755	8,078	$ 11,412,822	11,849	$ 17,555,021
February	15,853	21,345,874	12,377	18,475,913	8,016	11,547,403	18,239	27,637,855
March	20,007	26,654,134	15,320	22,412,354	7,420	10,834,678	20,079	34,016,627
April	22,186	28,787,827	14,332	20,758,693	6,202	8,731,458	23,989	37,316,652
May	16,125	21,898,847	12,121	18,181,209	8,024	11,953,569	23,666	37,509,935
June	14,692	19,192,609	11,712	17,209,820	12,284	18,297,771	22,063	35,425,883
July	17,588	24,571,620	12,684	18,379.536	11,914	17,655,205	20,103	31,928,657
August	18,262	24,037,685	10,493	14,980,969	10,570	15,855,579	19,039	30,143,517
September	17,231	23,068,376	11,990	17,390,844	10,208	15,212,133	18,503	28,846,421
October	17,701	23,882,343	10,790	14,779,177	11,510	17,173,320	11,223	17,648,021
November	10,363	14,751,253	8,690	11,940,338	12,938	20,061,033	13,715	21,886,571
December	28,363	25,761,939	6,503	9,212,424	10,554	16,805,976	9,708	15,775,423
Total	217,911	$281,024,021	140,211	$205,074,032	119,719	$178,550,596	212,176	$335,690,583

Source: Motor Vehicle Div., NPA, Dept. of Commerce.

1948-1951 U. S. Exports of Trucks, Buses—New

	1948 Number	1948 Value	1949 Number	1949 Value	1950 Number	1950 Value	1951 Number	1951 Value
January	13,732	$ 26,791,048	15,347	$ 25,180,503	6,039	$ 10,399,700	15,961	$ 26,638,759
February	13,791	26,729,523	14,244	25,162,054	9,390	14,929,010	14,908	24,651,235
March	19,074	33,400,938	15,892	26,452,718	8,894	14,087,933	18,915	32,173,315
April	21,546	34,373,110	14,313	22,870,890	9,507	14,826,893	17,293	31,038,727
May	17,249	29,972,105	12,488	20,806,426	10,720	16,669,283	18,744	32,772,276
June	14,145	23,486,938	10,478	18,892,997	11,885	22,556,403	16,140	30,232,014
July	23,174	38,432,361	11,244	18,907,953	11,793	19,907,829	17,491	32,050,432
August	14,499	23,896,570	9,265	16,862,722	12,549	21,007,988	20,609	36,443,689
September	17,141	25,395,568	8,938	15,768,978	11,282	19,730,809	20,240	35,196,453
October	17,326	28,870,834	8,653	14,307,722	10,368	17,014,619	14,003	26,011,759
November	9,112	15,552,954	7,791	12,856,459	13,339	20,982,200	20,351	37,580,045
December	22,739	36,258,821	5,406	10,190,078	11,992	21,453,428	19,891	39,700,852
Total	204,831	$344,688,551	134,059	$228,259,500	130,176	$216,029,884	214,546	$384,485,356

Source: Motor Vehicle Div., NPA, Dept. of Commerce.

U. S. Imports of Trucks and Buses 1940-1951

	Trucks Valued $1,000 or More Each No.	Trucks Valued $1,000 or More Each Value	Truck & Bus Chassis — $750 or More Each No.	Truck & Bus Chassis — $750 or More Each Value	Truck Bodies Valued $250 or More Each No.	Truck Bodies Valued $250 or More Each Value
1940	...	$	...	$	...	$ .....
1941	3	4,607	...	.....	...	.....
1942	26	205,214	1	800	...	.....
1943	50	75,438	9	13,500	...	.....
1944	26	81,876	1	1,845	...	.....
1945	4	5,451	1	756	...	.....
1946	8	11,711	7	8,328	...	.....
1947	18	28,521	4	6,543	...	.....
1948	423	520,007	261	219,537	...	.....
1949	458	605,857	57	78,358	...	.....
1950	65	143,339	16	15,331	36	24,776
1951	182	320,971	67	87,658	20	13,080

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

Major OPS Automotive Price Orders

Affecting Factories—

Subject	Title	Effective
New Cars	CPR 1	12-1-50
All new cars, 3½% price boost.	CPR 1, Amdt. 1	3-2-51
CPR 1 extension	Amdt. 2	5-1-51
Tires	CPR 22	5-28-51
Trucks, parts	CPR 30	5-28-51
Car price boost (costs to 3-15-51)	CPR 1, Rev. 1	9-7-51
Capehart price boost (trucks, parts, tires)	CPR 22, 30	11-22-51
Capehart car price boost (costs to 7-26-51)	CPR 1, SR 1	12-7-51
Conversion-steel price relief	CPR 1, Rev. 1, Amdt. 2	12-7-51
New-car equipment price increase	CPR1, Rev. 1, Amdt. 3	12-11-51

Affecting Dealers—

Subject	Title	Effective
Used cars, trucks	GCPR	1-28-51
New, used cars	SR 5	3-2-51
Discounts denied on price boost	SR 5, Amdt. 1	3-7-51
Service charges	CPR 34	6-15-51
New trucks	CPR 67	8-21-51
New cars (SR 5 superseded)	CPR 83	10-15-51
Form 98 deadline extended	CPR 83, Amdt. 1	11-9-51
Used cars (GCPR superceded)	CPR 94	12-31-51
Special Orders 1-10	CPR 83	11-23-51 —12-28-51
Service charges (Capehart relief)	CPR 34, Amdt. 1	1-9 52
Special Orders 11-18	CPR 83	1-24-52 — 3-19-52

United States Exports—1951

	Number	Value
PASSENGER CARS:		
Passenger Cars & Chassis (New)	216,973	339,906,800
Passenger Cars & Chassis (Used)	6,555	7,478,179
Sub-Totals	223,528	347,384,979
MOTOR TRUCKS & TRUCK CHASSIS (New):		
Gasoline Trucks:		
5,000 lbs. GVW and under	67,937	80,270,126
5,001 to 10,000 lbs. GVW	30,117	43,344,553
10,001 to 14,000 lbs. GVW	14,172	21,514,496
14,001 to 16,000 lbs. GVW	66,543	113,161,126
16,001 to 19,500 lbs. GVW	16,452	39,325,255
19,501 lbs. GVW and over	12,344	50,529,695
Diesel and Semi-Diesel:		
19,500 lbs. GVW and under	381	1,892,357
Over 19,500 lbs. GVW	1,702	14,612,223
Sub-Totals	209,648	364,649,831
MOTOR BUSES AND BUS CHASSIS (New):		
Gasoline	6,341	15,123,186
Diesel and Semi-Diesel	696	7,038,212
Electric, including trackless trolley	7	159,172
Sub-Totals	7,044	22,320,570
Trucks, Buses & Chassis (Used):	3,125	4,675,778
Trailers	1,244	4,393,305
Other Trailers	2,108	1,355,760
Parts for Trailers	....	2,001,360
PARTS:		
Parts for assembly	....	141,626,172
Spark Plugs	16,522,939	4,694,463
Leaf Springs, Automotive	19,886,584	4,136,379
Parts for replacement N.E.S.	....	222,039,645
Auto Horns, Hand and Electric	700,531	1,837,122
Auto Accessories N.E.S.	....	26,005,595
Starting, Lighting and Ignition Equipment	....	19,638,139
Batteries — 6 & 12 voltage	673,511	8,315,359
ENGINES FOR ASSEMBLY:		
Truck, Diesel and Semi-Diesel	94	99,514
Truck, Gasoline	17,273	4,401,254
Passenger Car	17,187	2,000,165
ENGINES FOR REPLACEMENT:		
Diesel and Semi-Diesel	2,071	3,600,991
Gasoline	30,104	8,316,491
GARAGE AND TIRE SERVICE EQUIPMENT:		
Auto Tire Service Equipment	....	966,291
Pumps for Gasoline & Oil	15,283	3,685,763
Other Auto Service Appliances	....	17,001,771
TIRES AND INNER TUBES:		
Truck and Bus Casings	854,073	45,399,288
Passenger Car Casings	637,014	10,257,867
Off-the-road Casings	92,136	12,381,544
Farm Tractor or Implement Casings	71,395	2,860,433
Motorcycle Tires and Tire Casings	6,165	48,994
Passenger Car Inner Tubes	387,456	839,745
Truck and Bus Inner Tubes	546,328	2,580,255
Inner Tubes, N.E.S.	195,514	593,435
TIRE SUNDRIES & REPAIR MATERIALS:		
Camelback	3,898,325	1,381,488
Other	4,011,506	3,673,792
BRAKE LINING, CLUTCH FACING & BRAKE BLOCKS:		
Brake Lining: Moulded & Semi-Moulded—lb.	6,944,955	6,017,473
Brake Lining: Woven—Lin. ft.	1,034,930	661,474
Clutch, moulded & semi-moulded No.	1,452,270	935,913
Brake Blocks: moulded, semi and women—No.	725,936	680,989
MOTORCYCLES:		
Motorcycles	2,423	1,519,783
Motorcycle Parts & Accessories	....	919,380

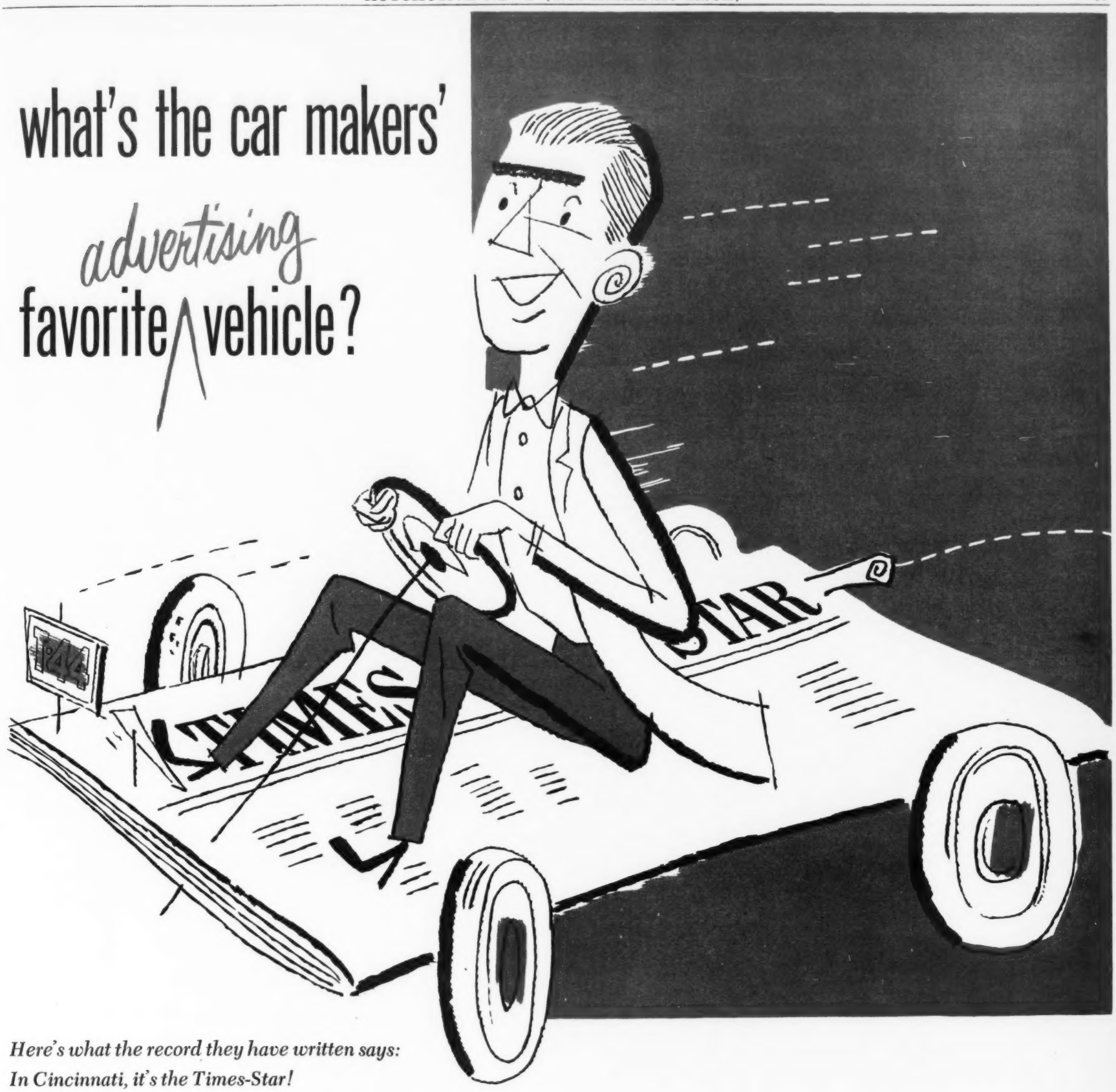
Source: Motor Vehicle Division, National Production Authority, Washington, D. C.

U.S. Imports of Passenger Cars 1940-1951

	NEW No.	NEW Value	USED No.	USED Value
1940	253	$ 401,214	302	$140,207
1941	50	52,165	308	153,304
1942	25	19,333	372	174,832
1943	74	90,067	217	96,378
1944	11	14,639	298	161,657
1945	51	80,162	475	366,719
1946	1,374	1,415,127	574	365,218
1947	1,453	1,742,473	646	510,618
1948	28,047	29,637,141	381	357,959
1949	7,543	8,623,783	308	285,170
1950	21,287	20,511,101	321	275,905
1951	23,697	26,388,547	461	378,044

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

what's the car makers' *advertising* favorite vehicle?



Here's what the record they have written says:
In Cincinnati, it's the Times-Star!

Take 1951, for instance. Though but one of three dailies and a Sunday newspaper published in Cincinnati, the Times-Star carried 35% of all Automotive Display advertising! Among dailies only, the Times-Star carried 40% of all Automotive Display coming into this market.

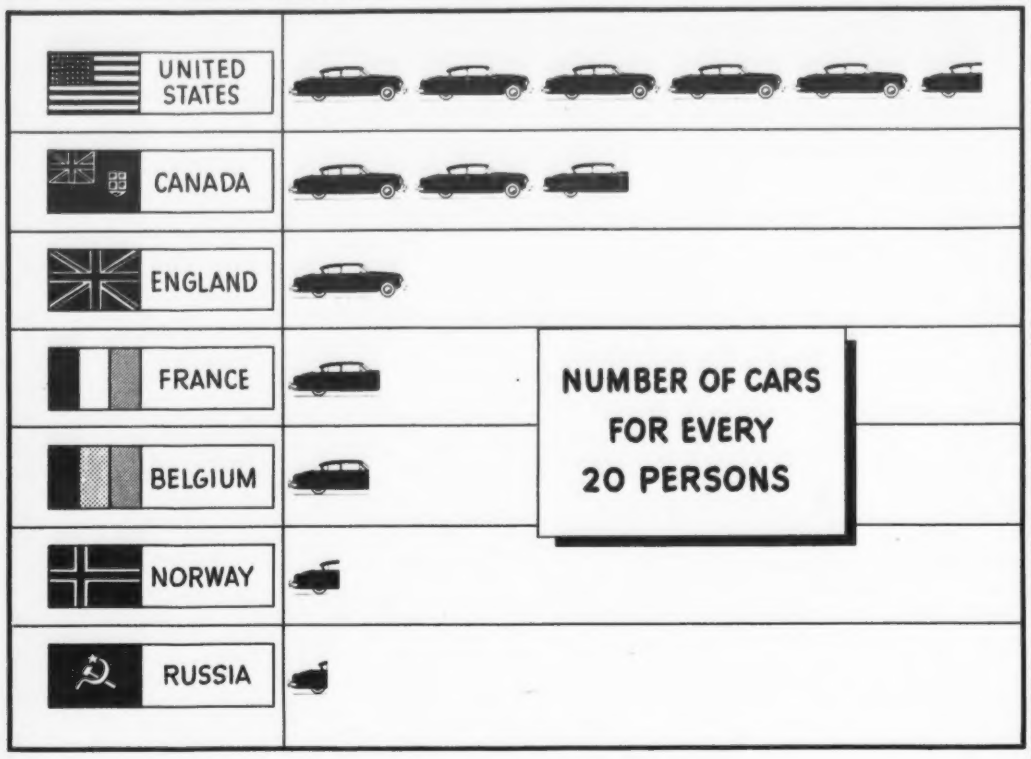
And what a market! In this three-county U.S. Metropolitan Area there are more than 900 thousand people spending over $900 million a year for retail purchases.

And it's here that the Times-Star is read daily by more of these 900 thousand people than any other publication!

Charles R. Bonner, Automotive Editor

***in cincinnati . . . it's the* TIMES-STAR** 44 YEARS OF LEADERSHIP

NEW YORK 17: 60 E. 42nd St.; CHICAGO 1: 228 N. LaSalle St.; WEST COAST: John E. Lutz Co., 435 N. Michigan Ave., Chicago 11



Traffic Surveys Show 50% of City Driver Trips Are for Purpose of Making a Living

Metropolitan Area	Year of Survey	Work	Business	Shopping	Med-Dental	School	Eat Meal	Social Rec.
Allentown-Bethlehem, Pa.	1948	49.9%	9.8%	9.5%	1.4%	.7%	13.4%	15.2%
Athens, Ga.	1947	19.8	37.5	7.8	1.4	9.3	6.7	17.3
Augusta, Ga.	1946	41.8	21.9	11.9	1.1	.9	10.7	11.7
Baltimore, Md.	1945	46.4	23.0	10.5	2.0	.9	1.0	15.2
Bay City, Mich.	1948	25.9	16.1	17.8	1.4	.3	11.6	26.8
Boston, Mass.	1945	62.2	8.4	10.3	1.5	1.0	3.0	13.6
Charleston, S. C.	1946	27.8	16.7	13.5	1.6	1.7	1.9	36.7
Columbus, Ga.	1945	26.3	27.4	18.0	1.4	3.1	7.0	16.8
Duluth, Minn., & Superior, Wis.	1948	47.5	12.8	14.9	—3.0—			21.8
Fargo, N. D.	1949	43.2	14.1	9.8	.4	.8	9.1	22.6
Grand Rapids, Mich.	1947	33.4	18.0	20.0	1.1	.3	7.2	20.0
Green Bay, Wis.	1947	—61.2—		13.2	3.2	2.5	.6	19.3
Harrisburg, Pa.	1948	53.4	10.5	11.3	1.1	0.0	3.4	15.4
Indianapolis, Ind.	1945	33.5	20.6	18.0	3.1	.7	1.7	22.4
Kalamaoo, Mich.	1945	42.8	11.9	12.1	1.2	1.1	7.8	23.2
Lansing, Mich.	1946	46.5	10.5	17.6	.9	1.5	8.1	14.9
Macon, Ga.	1946	49.2	18.0	9.7	1.6	1.1	13.0	7.4
Moorhead, Minn.	1949	45.7	14.9	8.2	.6	.7	9.8	20.1
Muskegon, Mich.	1945	36.7	14.3	14.7	.6	.4	6.6	26.8
Norristown, Pa.	1949	40.6	14.9	13.7	1.6	.3	2.6	25.0
Phoenix, Ariz.	1947	38.0	15.1	19.9	1.4	.9	4.1	20.5
Pontiac, Mich.	1947	43.2	18.1	15.5	1.5	.9	4.6	16.1
Port Huron, Mich.	1947	45.1	8.8	19.2	1.2	.8	4.6	20.2
Portland, Ore.	1946	44.0	16.8	16.0	1.0	.3	4.3	17.6
Reading, Pa.	1946	51.4	20.1	5.9	2.0	1.6	7.0	12.0
Sacramento, Calif.	1948	49.3	10.2	19.0	.9	1.1	4.7	14.9
Saginaw, Mich.	1948	34.5	18.9	21.4	1.9	.3	8.9	14.2
Salt Lake City, Utah	1946	43.2	18.1	11.8	1.3	1.3	3.1	21.2
Scranton, Pa.	1950	58.5	6.1	10.5	.6	1.8	2.6	19.7
Seattle, Wash.	1946	49.5	14.7	12.6	—5.3—			17.9
South Bend, Ind.	1945	25.1	23.0	20.7	1.6	.3	6.2	23.2
Tacoma, Wash.	1948	47.1	14.5	13.2	1.5	1.2	4.2	18.5
Tucson, Ariz.	1948	36.6	17.9	20.3	1.7	2.6	3.8	17.0
Washington, D. C.	1948	50.8	9.2	14.2	1.3	1.7	4.1	18.8
Wilmington, Del.	1948	47.9	13.7	11.9	—7.9—			18.5
TOTAL 35 Areas		44.0%	15.1%	14.5%	1.4%	1.1%	5.4%	18.3%

SOURCE: Surveys by city and state traffic engineers in cooperation with U. S. Bureau of Public Roads. Trips by drivers to serve a passenger or to return home have been excluded.

Car Operating Costs

The most recent breakdown of car costs available is based on a national average of cost figures issued at the close of 1951, by Runzheimer. Following are cost figures for a car in the 2,000 price class, postwar model, driven up to 18,000 miles a year:

December, 1951

Variable Costs	Average Per Mile
Gasoline and Oil	2.19 cents
Maintenance	.74
Tires	.51
Total	3.44 cents
Fixed Costs	**Annual**
Fire & Theft Insurance	$ 15.95
Property Damage and Liability ($15,000 and $30,000)	68.63
License Fees	15.91
Depreciation	431.00
Total	$531.49 a year (or $1.46 a day)

January, 1951

Variable Costs	Average Per Mile
Gasoline and Oil	2.14 cents
Maintenance	.68
Tires	.46
Total	3.28 cents
Fixed Costs	**Annual**
Fire & Theft Insurance	$ 15.79
Property Damage and Liability ($15,000 and $30,000)	59.71
License Fees	15.47
Depreciation	442.05
Total	$533.02 a year (or $1.46 a day)

55% of Auto Mileage Is for Business

	Percent of Mileage for Business Use
Farmers	67%
Laborers	49%
Physicians	67%
Legal Profession	62%
Insurance and Real Estate	72%
Commercial Travelers	81%
Other Sales	67%
All Occupations	55%

Source: Automobile Mfrs. Assn.

Automobile Use by Population Group

In U. S. Cities

CITIES	Auto Driver	Auto Passenger	Taxi & Truck Passenger	Mass Transit
	MODE OF TRAVEL			
Over 250,000 Population—				
Baltimore, Md.	29.2%	13.9%	3.1%	53.8%
Washington, D. C.	36.6	21.1	2.9	39.3
San Francisco, Calif.	43.5	21.3	1.6	33.6
Seattle, Wash.	43.2	21.5	0.7	34.6
Newark, N. J.	33.5	16.6	0.4	49.5
Indianapolis, Ind.	46.8	17.6	0.7	34.9
Portland, Ore.	47.0	24.6	0.5	27.9
Total	39.1%	19.6%	1.5%	39.7%
100,000 to 250,000 Population—				
Worcester, Mass.	42.0%	22.0%	1.0%	34.3%
Salt Lake City, Utah	45.5	27.4	1.9	25.3
Grand Rapids, Mich.	54.5	32.1	0.5	12.9
Spokane, Wash.	46.7	21.5	1.5	30.3
Tacoma, Wash.	51.3	23.2	0.4	25.1
Sacramento, Calif.	57.5	25.4	1.5	15.6
Erie, Pa.	51.5	25.6	..	22.9
South Bend, Ind.	63.7	17.9	0.5	17.9
Wilmington, Del.	38.9	25.4	1.2	34.5
Reading, Pa.	38.5	16.2	0.3	45.0
Allentown, Pa.	44.0	23.9	..	32.1
Phoenix, Ariz.	53.8	28.6	1.5	16.2
Duluth, Minn.	44.9	26.3	0.2	28.6
Scranton, Pa.	30.2	21.2	1.3	47.4
Total	47.4%	24.1%	0.9%	27.6%
50,000 to 100,000 Population—				
Albuquerque, N. M.	53.4%	32.1%	1.0%	13.5%
Saginaw, Mich.	60.8	29.9	0.7	8.6
Lansing, Mich.	59.4	26.5	0.8	13.3
Columbus, Ga.	39.7	19.8	..	40.5
Pontiac, Mich.	50.5	29.1	1.2	19.2
Macon, Ga.	34.0	16.4	4.3	45.3
Charleston, S. C.	40.1	27.8	1.9	30.2
Kalamazoo, Mich.	54.1	27.4	0.8	17.7
Bay City, Mich.	56.5	33.0	0.5	10.0
Total	51.4%	27.4%	1.1%	20.0%
Less than 50,000 Population—				
Muskegon, Mich.	50.2%	35.1%	0.6%	14.1%
Tucson, Ariz.	57.0	29.7	0.6	12.7
Fargo, N. D.	56.1	33.1	0.6	10.2
Port Huron, Mich.	51.5	29.8	0.5	18.2
Superior, Wis.	50.2	30.2	1.2	18.4
Moorhead, Minn.	59.8	31.0	0.6	8.6
Norristown, Pa.	49.3	23.8	1.7	25.3
Total	53.4%	30.4%	0.8%	15.4%
Total, Weighted*	46.6%	25.0%	1.1%	27.0%

*Calculated from group averages weighted by relative population in all U. S. cities in each population group.

Source: Automobile Manufacturers Assn.

Dartnell Sliding Scale of Automobile Allowances

(Adjusted for operating costs as of January, 1951)

Mileage Per Week	Class A* Allowance Per Week	Class B† Allowance Per Week	Class C‡ Allowance Per Week
10	$ 0.79	$ 0.92	$ 1.04
20	1.57	1.82	2.07
30	2.34	2.71	3.09
40	3.10	3.60	4.09
50	3.85	4.47	5.08
60	4.59	5.33	6.06
70	5.32	6.17	7.02
80	6.02	6.99	7.95
90	6.72	7.80	8.87
100	7.41	8.60	9.78
120	8.76	10.16	11.56
140	10.07	11.68	13.29
160	11.34	13.15	14.97
180	12.58	14.59	16.61
200	13.80	16.01	18.21
225	15.25	17.69	20.13
250	16.65	19.31	21.98
275	17.98	20.86	23.73
300	19.28	22.37	25.45
325	20.54	23.82	27.11
350	21.73	25.21	28.68
375	22.90	26.56	30.23
400	24.04	27.89	31.73
425	25.15	29.17	33.20
450	26.22	30.42	34.61
475	27.86	31.62	35.98
500	28.26	32.78	37.30
525	29.24	33.92	38.60
550	30.20	35.02	39.86
575	31.12	36.10	41.08
600	32.04	37.17	42.29
625	32.94	38.21	43.48
650	33.81	39.22	44.63
675	34.63	40.17	45.71
700	35.42	41.09	46.75
725	36.20	41.99	47.78
750	36.98	42.90	48.81
775	37.74	43.78	49.82
800	38.48	44.64	50.80
825	39.22	45.50	51.77
850	39.95	46.35	52.73
875	40.68	47.19	53.69
900	41.40	48.02	54.64
925	42.09	48.82	55.56
950	42.75	49.59	56.43
975	43.39	50.33	57.27
1,000	44.02	51.06	58.10

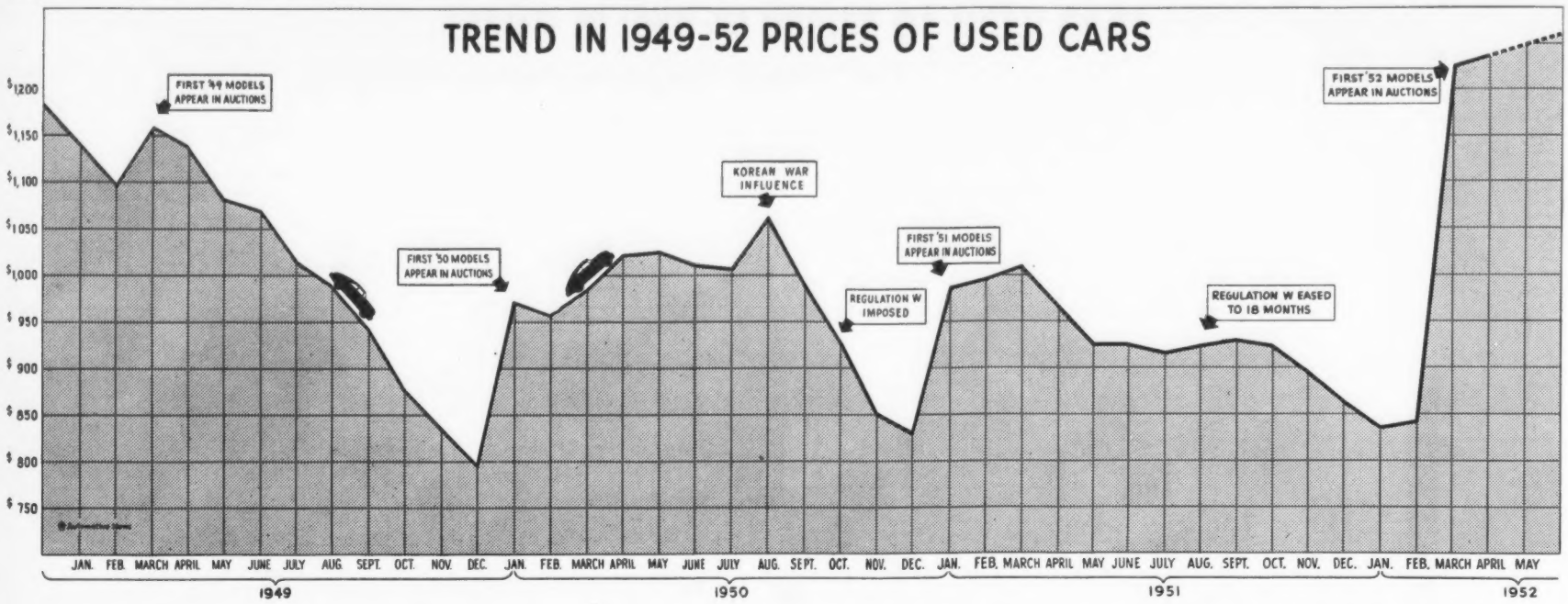
*Class A—Cars operated in moderate-sized communities and in country service over hard-surfaced roads.

†Class B—Cars operated in cities of over 500,000 population, where there are numerous traffic stops, and in country areas where only a small percentage of the roads are hard surfaced.

‡Class C—Cars operated under some unusual conditions, as in mountainous country or in areas where local gasoline taxes are considerably above the national average.

Source: American Automobile Assn.

LOOK
FOR THE LEADERS
IN TIME
WHERE AUTOMOBILE
ADVERTISERS MEET THEIR
BEST CUSTOMERS
POPULATION:
1,663,690 FAMILIES
AUTOMOBILE POPULATION:
1,110 CARS
FOR EVERY 1,000 FAMILIES
TIME



Diversion of Highway User Funds by States, 1924-1950

(Thousand Dollars)

STATE	1924 through 1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	Total
Alabama	$ 699	$ 653	$ 725	$ 740	$ 723	$ 773	$ 834	$ 1,002	$ 971	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 2,258	$ 18,231
Arizona	455	192	7	7	5	2	....	....	....	....	....	....	....	....	....	....	....	668
Arkansas	566	....	77	82	19	....	....	94	98	....	....	....	55	45	194	216	494	1,940
California	54	1,283	5,427	10,157	11,981	12,289	13,989	17,724	16,860	16,063	19,211	7,442	9,502	31,618	33,142	38,977	41,488	287,207
Colorado	3,347	984	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4,331
Connecticut	104	103	123	....	....	....	1	....	....	....	....	....	....	....	....	....	....	331
Delaware	.....	561	....	226	244	17	26	1,559	859	293	503	240	220	67	1,042	....	1,549	7,406
Dist. of Columbia	4,280	915	932	942	607	220	255	268	313	330	337	382	450	466	1,242	1,688	1,397	15,024
Florida	32,422	6,987	7,802	9,023	9,344	10,002	10,998	12,535	13,053	12,077	12,813	14,116	17,998	20,752	23,141	26,205	21,600	260,868
Georgia	18,470	5,582	2,901	3,240	3,255	7,472	3,816	6,410	4,732	6,622	....	3,310	5,820	13,655	....	18,030	22,302	125,617
Idaho	29	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	29
Illinois	12,436	7,506	7,412	7,683	9,472	6,868	6,985	4,919	4,694	4,729	2,700	2,117	....	576	....	440	2,670	81,207
Indiana	3,289	2,434	3,356	3,039	1,823	1,626	1,715	1,840	1,763	431	396	451	587	632	705	765	755	25,607
Iowa	1,105	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1,105
Kansas	13	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	411	424
Kentucky	.....	....	799	1,825	1,261	1,487	1,837	2,092	841	747	777	904	....	....	....	....	....	12,570
Louisiana	7,108	1,869	3,487	6,866	7,095	8,217	6,248	7,431	5,662	5,086	5,272	....	7,245	3,189	4,301	....	....	79,076
Maine	.....	....	....	....	....	....	142	....	....	....	....	....	....	12	1	....	....	155
Maryland	423	463	538	963	424	644	1,335	1,688	517	395	357	395	1,620	....	....	....	....	9,762
Massachusetts	18,263	10,262	6,126	8,568	1,847	1,880	1,263	934	1,278	869	820	364	....	67	81	....	....	52,622
Michigan	839	352	342	277	249	151	....	....	....	....	....	....	....	....	....	....	....	2,210
Minnesota	358	156	194	165	142	163	247	209	89	30	277	47	239	328	93	368	147	3,252
Mississippi	267	1	....	....	....	....	....	....	....	....	....	....	....	23	....	....	105	396
Missouri	.....	....	66	74	67	79	88	116	48	66	65	19	....	....	....	....	....	688
Montana	802	....	....	....	6	....	....	....	105	4	4	6	19	....	24	13	13	996
Nebraska	.....	1,113	2,238	1,230	1,100	1,759	2,322	2,455	2,311	2,024	2,037	2,421	3,078	2,244	....	238	....	26,570
Nevada	.....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.....
New Hampshire	471	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	471
New Jersey	19,047	5,701	13,275	14,639	10,946	11,582	11,490	11,709	10,013	8,766	3,489	18565	617	609	690	660	30,842	172,640
New Mexico	1,159	391	480	582	559	491	616	678	587	537	530	550	739	901	556	859	609	10,824
New York	149,791	58,527	59,790	39,973	44,860	60,370	63,982	64,385	62,934	33,421	36,095	....	....	36,148	71,444	27,653	28,915	838,288
North Carolina	1,683	1,757	2,432	1,394	951	1,028	1,133	1,411	1,185	1,064	948	1,241	1,674	1,863	2,010	2,160	2,232	26,166
North Dakota	3,493	906	5	14	13	26	3	6	2	....	....	....	....	....	....	....	....	4,468
Ohio	14,413	9,727	11,470	12,391	12,266	13,521	13,289	15,438	13,948	11,122	4,080	7,593	9,169	7,216	....	....	....	155,643
Oklahoma	7,910	3,494	3,882	1,858	4	150	232	2,779	8,559	7,091	7,552	2,370	....	6,677	....	1,311	4,845	58,714
Oregon	.....	....	238	75	....	....	139	155	68	56	....	....	....	274	195	433	547	2,180
Pennsylvania	14,391	5,161	12,607	14,356	13,940	15,153	15,824	16,327	14,057	10,965	10,762	6,343	28	33	19	29	....	149,995
Rhode Island	2,034	672	1,995	1,976	3,605	4,202	3,942	4,604	4,054	3,078	2,684	2,321	3,371	4,810	4,023	4,795	5,176	57,342
South Carolina	968	141	154	184	190	176	217	366	542	376	519	562	677	737	822	896	2,849	10,376
South Dakota	3,312	2,357	2,131	1,838	414	499	107	172	59	46	49	41	61	88	120	52	....	11,346
Tennessee	5,052	2,658	3,654	2,494	3,165	3,641	7,932	7,379	7,014	7,112	4,988	7,808	6,229	7,318	5,084	....	10,115	91,643
Texas	54,150	8,290	9,307	10,246	10,466	11,096	11,586	14,444	13,400	11,187	11,938	13,780	19,442	24,489	28,601	26,265	22,693	301,380
Utah	38	....	45	76	80	49	37	10	355	462	200	666	637	301	....	....	544	3,500
Vermont	.....	....	....	30	29	29	28	27	26	25	24	24	23	29	27	10	8	339
Virginia	58	29	30	35	72	13	9	....	7	83	36	....	77	73	132	....	477	1,131
Washington	1,817	825	942	1,005	1,015	999	1,072	1,393	1,221	203	223	111	....	....	6,092	7,864	7,527	32,309
West Virginia	317	2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	319
Wisconsin	9,147	5,089	4,355	4,809	5,277	4,980	12,840	12,480	11,940	9,175	7,843	4,650	3,827	3,935	4,097	4,228	4,470	113,142
Wyoming	.....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	.....
TOTAL	$394,580	$147,143	$169,344	$163,082	$157,516	$181,654	$196,579	$215,039	$204,165	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$217,038	$3,060,508

Source: National Highway Users Conference

Federal-Aid Highway Funds by States for Year — Beginning July 1, 1952

STATE	Federal-aid Highway System ($225,000,000)	Secondary or Feeder Roads ($150,000,000)	Urban Highways ($125,000,000)	TOTAL
Alabama	$ 4,667,971	$ 3,621,928	$ 1,586,037	$ 9,875,936
Arizona	3,294,585	2,243,550	470,881	6,009,016
Arkansas	3,659,614	2,931,245	677,225	7,268,084
California	10,160,691	5,233,338	10,761,356	26,155,385
Colorado	3,988,333	2,663,606	1,006,137	7,658,076
Connecticut	1,401,852	721,875	2,344,571	4,468,298
Delaware	1,082,813	721,875	248,278	2,052,966
Florida	3,513,455	2,295,574	2,170,778	7,979,807
Georgia	5,491,196	4,190,994	1,764,294	11,446,484
Idaho	2,737,218	1,924,535	232,987	4,894,740
Illinois	8,518,157	4,638,620	8,466,307	21,623,084
Indiana	5,248,078	3,616,889	2,896,230	11,761,197
Iowa	5,376,541	3,931,409	1,437,217	10,745,167
Kansas	5,404,541	3,781,841	1,137,837	10,324,219
Kentucky	4,062,250	3,373,828	1,257,187	8,693,265
Louisiana	3,413,927	2,472,350	1,774,598	7,660,875
Maine	1,864,396	1,333,474	505,956	3,703,826
Maryland	1,935,063	1,182,205	2,054,609	5,171,877
Massachusetts	2,783,698	1,026,797	5,038,809	8,849,304
Michigan	6,877,365	4,196,989	5,634,433	16,708,787
Minnesota	5,822,661	4,106,109	1,971,328	11,900,098
Mississippi	3,946,486	3,287,577	670,253	7,904,316
Missouri	6,369,052	4,309,461	2,981,397	13,659,910
Montana	4,475,436	3,077,359	285,067	7,837,862
Nebraska	4,294,741	3,045,380	710,025	8,050,146
Nevada	2,863,524	1,913,466	92,199	4,869,189
New Hampshire	$ 1,082,813	$ 721,875	$ 351,161	$ 2,155,849
New Jersey	2,865,782	967,042	5,299,454	9,132,278
New Mexico	3,618,689	2,485,056	397,303	6,501,048
New York	10,383,535	4,159,385	16,181,382	30,724,302
North Carolina	5,449,728	4,659,539	1,555,635	11,664,902
North Dakota	3,225,855	2,340,775	204,704	5,771,334
Ohio	7,696,430	4,680,567	7,005,558	19,382,555
Oklahoma	4,742,881	3,394,931	1,322,620	9,460,432
Oregon	3,798,278	2,653,463	970,723	7,422,464
Pennsylvania	8,680,399	5,165,523	9,164,833	23,010,755
Rhode Island	1,082,813	721,875	865,420	2,670,108
South Carolina	2,985,798	2,470,183	832,764	6,288,745
South Dakota	3,452,003	2,465,050	235,135	6,152,188
Tennessee	4,711,574	3,680,474	1,750,601	10,142,649
Texas	14,305,046	9,577,321	5,799,612	29,681,979
Utah	2,540,514	1,680,413	512,969	4,733,896
Vermont	1,082,813	721,875	188,498	1,993,186
Virginia	4,204,200	3,266,315	1,887,806	9,358,321
Washington	3,666,653	2,449,109	1,826,656	7,942,418
West Virginia	2,409,873	2,097,655	787,881	5,295,409
Wisconsin	5,254,962	3,664,818	2,370,616	11,290,396
Wyoming	2,757,134	1,868,238	131,630	4,757,002
Hawaii	1,082,813	721,875	407,089	2,211,777
District of Columbia	1,082,813	721,875	1,045,855	2,850,543
Puerto Rico	1,145,457	1,197,494	1,040,599	3,383,550

In Textiles

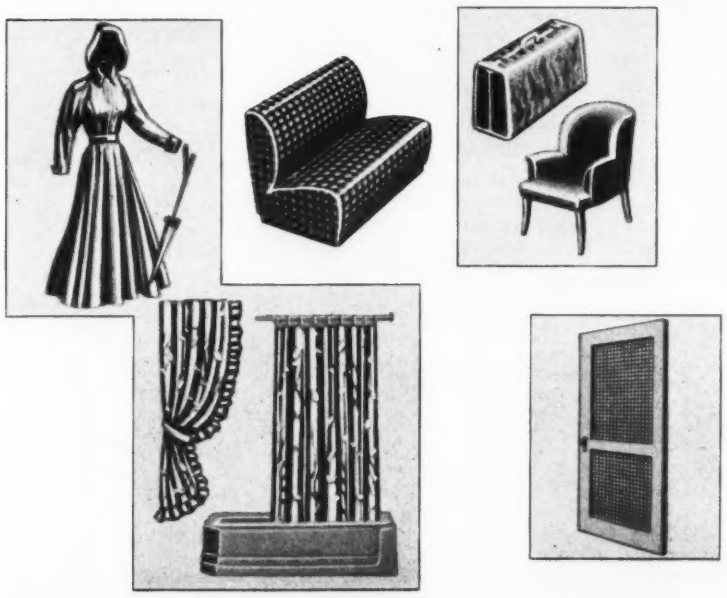
Firestone operates textile plants at Gastonia, N. C.; Bennettsville, S. C.; Woodstock, Ont., Canada, and Sao Paulo, Brazil. In addition to producing cotton, rayon and nylon tire cord, these plants are equipped to make chafer fabric and other textiles. Firestone is also a foremost manufacturer of brake lining, fan belts, and many other products in which textiles are combined with rubber, plastics and other materials.

In Metal

Firestone is the world's largest manufacturer of truck, bus and tractor rims, and stainless steel beer barrels. Among the other important products which Firestone makes of metal are stainless steel milk cans, welded steel rings, metal parts for bonded rubber-to-metal products, bushings, motor parts, stampings and many other items made from steel, aluminum, magnesium, nickel, copper, iron and their alloys.

In Plastic

Firestone makes Velon in calendered or extruded forms — translucent or opaque — colorless or colorful as the rainbow — films, filaments, or sheets — various degrees of hardness or softness. Velon can be laminated or interwoven with other materials, as well as used in its original form. Firestone also makes the resins from which Velon and other plastics are compounded.



In Rubber

Firestone manufactures tires and tubes for all types of vehicles, Contro elastic yarn, Foamex foamed rubber for auto seating, mattresses and cushioning, and thousands of mechanical rubber goods items, including vibration dampeners, motor and engine mountings, rubber fenders, radiator hose, friction tape, cushion connectors, bumpers, frictionless bearings, bushings, grommets, tie and crossing plates, adhesives, flexible films and coatings.

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The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicle Sales by Provinces in 1948-51

PROVINCE	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1948:						
CANADA	145,655	$282,903,958	75,645	$156,313,030	221,300	$439,216,988
Maritimes	11,142	$ 21,325,039	7,070	$ 14,305,774	18,212	$ 35,630,813
Quebec	26,266	51,330,469	14,510	31,390,077	40,776	82,720,546
Ontario	67,000	130,599,169	27,472	55,301,446	94,472	185,900,615
Manitoba	8,190	15,902,023	4,751	9,425,649	12,941	25,327,672
Saskatchewan	9,562	18,349,231	7,274	13,392,584	16,836	31,741,815
Alberta	10,959	21,174,537	7,889	17,061,615	18,848	38,236,152
British Columbia	12,536	24,223,490	6,679	15,435,885	19,215	39,659,375
1949:						
CANADA	202,318	$412,297,863	84,023	$176,426,822	286,341	$588,724,685
Maritimes	15,850	$ 31,674,470	7,460	$ 14,393,697	23,310	$ 46,068,167
Quebec	36,782	76,603,862	14,192	31,343,200	50,974	107,947,062
Ontario	90,272	184,298,230	29,480	61,233,012	119,752	245,531,242
Manitoba	11,081	22,442,608	6,208	12,101,493	17,289	34,544,101
Saskatchewan	13,081	26,868,603	9,280	18,549,878	22,361	45,418,481
Alberta	14,994	30,642,810	10,611	22,695,391	25,605	53,338,201
British Columbia	20,258	39,767,280	6,792	16,110,151	27,050	55,877,431
1950:						
CANADA	324,903	$661,673,944	104,792	$223,995,095	429,695	$885,699,039
Maritimes	25,767	$ 50,500,906	8,508	$ 16,491,413	34,275	$ 66,992,319
Quebec	57,643	119,475,636	18,335	43,506,572	75,978	162,982,208
Ontario	142,972	295,112,409	37,272	79,820,318	180,244	374,932,727
Manitoba	16,921	34,378,687	6,681	13,954,961	23,602	48,333,648
Saskatchewan	19,184	39,313,075	12,222	23,528,865	31,406	62,841,940
Alberta	25,908	53,128,366	13,375	27,028,671	39,283	80,157,037
British Columbia	36,508	69,764,865	8,399	19,664,295	44,907	89,429,160
1951:						
CANADA	275,001	$681,615,680	109,755	$264,446,444	384,756	$946,062,124
Maritimes	19,107	$ 46,091,361	8,845	$ 19,017,177	27,952	$ 65,108,538
Quebec	52,613	135,048,805	20,155	53,459,546	72,768	188,508,351
Ontario	120,986	300,202,033	37,701	93,397,190	158,687	393,599,223
Manitoba	16,675	41,042,386	6,808	15,199,087	23,483	56,241,473
Saskatchewan	18,013	44,500,956	12,406	26,435,374	30,419	70,936,330
Alberta	22,455	55,888,783	14,495	32,712,065	36,950	88,600,848
British Columbia	25,152	58,841,356	9,345	24,226,005	34,497	83,067,361

Source: Canadian Automobile Chamber of Commerce.

Canadian New Motor Vehicle Sales by Months, 1949-51

MONTH	PASSENGER CARS Number	PASSENGER CARS Retail Value	TRUCKS AND BUSES Number	TRUCKS AND BUSES Retail Value	TOTAL, CARS TRUCKS AND BUSES Number	TOTAL, CARS TRUCKS AND BUSES Retail Value
1949:						
January	6,537	$ 13,774,215	5,301	$ 11,611,785	11,838	$ 25,386,000
February	8,833	18,984,736	6,468	13,999,408	15,301	32,984,144
March	17,401	36,565,035	7,653	16,075,323	25,054	52,640,358
April	20,764	42,523,598	8,550	18,332,770	29,314	60,856,368
May	19,692	40,397,359	8,693	19,179,204	28,385	59,576,563
June	20,035	41,327,598	7,794	16,218,509	27,829	57,546,107
July	22,057	44,909,873	7,120	14,385,068	29,177	59,294,941
August	13,083	26,215,678	5,478	10,870,050	18,561	37,085,728
September	20,487	41,451,070	7,752	15,205,771	28,239	56,656,841
October	22,548	45,089,840	8,174	16,504,063	30,722	61,593,903
November	14,260	28,139,733	5,440	12,161,148	19,700	40,300,881
December	16,621	32,919,128	5,600	11,883,723	22,221	44,802,851
January-December, 1949	202,318	$412,297,863	84,023	$176,426,822	286,341	$588,724,685
1950:						
January	21,107	$ 42,434,433	5,891	$ 12,568,623	26,998	$ 55,003,056
February	23,729	46,988,093	6,271	12,814,900	30,000	59,802,993
March	27,626	54,330,828	7,698	16,485,861	35,324	70,816,689
April	28,258	55,528,441	8,826	18,580,599	37,084	74,109,040
May	30,436	60,396,601	10,209	21,717,006	40,645	81,113,607
June	35,231	70,038,429	10,664	23,772,239	45,895	93,810,668
July	33,003	66,994,881	10,911	22,347,986	43,914	89,342,867
August	23,556	47,446,413	9,344	20,534,846	32,900	67,981,259
September	28,216	60,049,391	10,828	23,012,161	39,044	83,061,552
October	26,262	54,166,125	9,549	20,313,158	35,811	74,479,283
November	24,832	54,269,956	7,920	17,095,813	32,752	71,365,769
December	22,647	49,030,353	6,681	14,751,903	29,328	63,782,256
January-December, 1950	324,903	$661,673,944	104,792	$223,995,095	429,695	$885,669,039
1951:						
January	26,126	$ 59,116,515	7,633	$ 17,202,205	33,759	$ 76,318,720
February	33,199	78,034,241	9,881	21,998,256	43,080	100,032,497
March	37,885	89,537,155	11,519	26,708,320	49,404	116,245,475
April	34,927	88,240,146	11,242	25,953,944	46,169	114,194,090
May	25,842	67,122,786	10,604	25,450,744	36,446	92,573,530
June	23,025	59,718,051	9,642	23,903,295	32,667	83,621,346
July	20,693	53,006,608	8,480	20,279,600	29,173	73,286,208
August	14,458	36,608,227	7,142	18,349,618	21,600	54,957,845
September	18,607	47,402,539	9,415	23,484,990	28,022	70,887,529
October	13,540	34,753,889	9,168	22,886,545	22,708	57,640,434
November	13,768	35,158,703	8,161	20,367,370	21,929	55,526,073
December	12,931	32,916,820	6,868	17,861,557	19,799	50,778,377
January-December, 1951	275,001	$681,615,680	109,755	$264,446,444	384,756	$946,062,124

Source: Canadian Automobile Chamber of Commerce.

Output

Canadian Vehicle Production

By Months, 1948-1951

	1948	1949	1950	1951
January	16,715	13,863	28,527	39,204
February	16,382	17,197	30,137	40,592
March	27,112	25,566	30,051	47,779
April	24,243	26,685	26,386	41,060
May	21,368	26,708	35,281	42,911
June	23,362	30,096	41,383	36,229
July	15,106	25,383	40,131	30,294
August	16,959	20,475	24,272	21,833
September	23,775	30,894	38,035	29,861
October	25,057	28,125	35,573	32,462
November	26,794	19,721	30,322	29,461
December	27,305	25,921	30,738	22,086
Total	264,178	290,634	390,836	413,772

Source: Canadian Automobile Chamber of Commerce.

1951 Canadian Vehicle Production

For Domestic Use and Export

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
	(Number of Units)			
PASSENGER CARS— Convertible cars:				
Coupe, roadster	2,838	17	2,855	801
Sedan, touring	1	..	1	374
Permanent closed cars:				
Coupe	21,661	889	22,550	1,109
2-door sedan	59,313	691	60,004	2,108
4-door sedan	154,527	22,815	177,342	7,082
Other closed	2,865	380	3,245	1,012
Chassis (sold without bodies)	15	15,233	15,248	5
Total Passenger Cars	241,220	40,025	281,245	12,491
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	50,365	11,570	61,935	1,238
5,001-10,000	22,919	2,916	25,835	1,248
10,001-14,000	6,895	10,577	17,472	11
14,001-16,000	17,031	1,645	18,676	84
16,001-19,500	4,610	3	4,613	270
19,501-26,000	2,188	44	2,232	525
Over 26,000	1,187	....	1,187	482
Total Trucks	105,195	26,755	131,950	3,858
Total Coaches or Buses	577	....	577	17
Total Commercial Vehicles	105,772	26,755	132,527	3,875
TOTAL PASSENGER AND COMMERCIAL	346,992	66,780	413,772	16,366

Source: Canadian Automobile Chamber of Commerce

1950 Canadian Vehicle Production

For Domestic Use and Export

	Factory shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
	(Number of units)			
PASSENGER CARS— Convertible cars:				
Coupe, roadster	2,431	34	2,465	141
Sedan, touring	....	....	....	58
Permanent closed cars:				
Coupe	22,876	487	23,363	58
2-door sedan	68,841	199	69,040	260
4-door sedan	163,714	8,545	172,259	2,322
Other closed	2,789	17	2,806	638
Chassis (sold without bodies)	2	14,862	14,864	....
Total Passenger Cars	260,653	24,144	284,797	3,477
COMMERCIAL VEHICLES (including Trucks, Buses and Chassis) Maximum Gross Vehicle Weight in Pounds:				
5,000 and less	49,557	4,320	53,877	833
5,001-10,000	21,752	1,110	22,862	508
10,001-14,000	6,901	1,974	8,875	2
14,001-16,000	13,651	1,756	15,407	14
16,001-19,500	2,433	....	2,433	44
19,501-26,000	1,110	5	1,115	254
Over 26,000	849	....	849	279
Total Trucks	96,253	9,165	105,418	1,934
Total Coaches or Buses	621	....	621	10
Total Commercial Vehicles	96,874	9,165	106,039	1,944
TOTAL PASSENGER AND COMMERCIAL	357,527	33,309	390,836	5,421

NOTE: Preliminary figures on sales of British-made vehicles during the months of 1950 totaled 60,260 passenger cars and 4,530 trucks and buses.

Source: Canadian Automobile Chamber of Commerce.

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with the most powerful name in Exhaust System service

You, as an Authorized Walker Dealer, can offer your customers the finest of all exhaust system services—a Walker Silencer "Individually Tuned" to each particular car make and model—for freedom from noise fatigue . . . for safety from dangerous exhaust fumes . . . for peak engine performance. With years of consumer advertising in *The Saturday Evening Post* . . . with sales-making, point-of-sale identification . . . and with periodic merchandising programs, Walker helps you make real money in mufflers.

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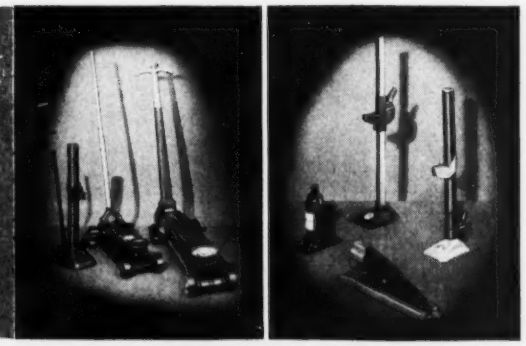
with America's newest, finest Oil Filter

It's easy to sell Walker Oil Filters because it's easy to show your customers how the patented Walker *Laminar* construction gives real engine protection by keeping the oil *clean* between oil changes. This exclusive principle of multiple filtration—surface filtration, depth filtration and progressive filtration—cleans oil better, keeps it clean longer. Make this your best, most profitable oil filter year with Walker—America's newest, finest oil filter.

.....DO MORE JOBS EACH DAY

WALKER JACKS



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In the shop, on the driveway and out on the road, there is a Walker Jack to meet your every need. And in this *complete line*, there is a Walker Jack to serve your customers' every purpose. In each of these new, improved, deluxe jacks you will find an extra margin of strength for the unexpected . . . an extra margin of safety for greater protection . . . an extra margin of power when emergency calls.

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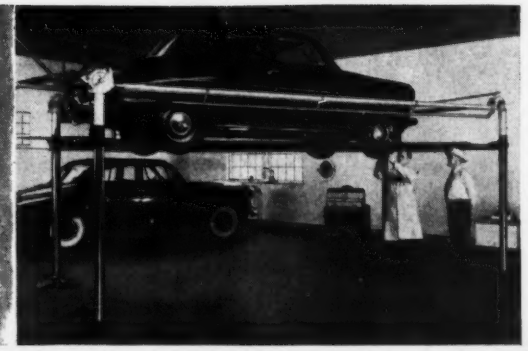

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Increase service volume and profits 20% to 50% with the advanced, new Walker Electric Lift. New positioning of the support beams increases unrestricted working space by 36%. Six extra inches of working height give you even greater working convenience. From floor to car bottom, your men and equipment work free from any obstruction in the famous Walker Open Work Zone. And you can locate it wherever you want it—at the lowest installation cost of any lift on the market.

WALKER MANUFACTURING CO. OF WISCONSIN
Racine, Wisconsin

BOOST YOUR SALES . . . BOOST YOUR SERVICE VOLUME . . . BOOST YOUR PROFITS WITH WALKER IN 1952

New-Car Dealers by Makes and States

State	Total All Makes	Buick	Cad.	Chev.	Chrys.	Crosley	DeSoto	Dodge	Ford	Hudson	K-F	L-M	Nash	Olds.	Pack.	Pont.	Stude.	Willys
Alabama	629	33	16	102	45	5	36	58	104	19	32	17	11	42	12	54	34	31
Arizona	218	24	10	36	12	2	9	27	32	7	5	8	9	19	3	17	18	4
Arkansas	619	35	13	93	32	2	38	65	99	19	29	13	10	32	11	48	34	20
California	2319	166	80	289	138	42	151	171	286	112	87	92	81	163	91	164	154	85
Colorado	584	37	19	86	43	5	24	47	74	37	26	21	18	36	18	39	29	27
Connecticut	559	42	22	70	41	5	30	42	57	31	26	18	16	35	20	45	39	20
Delaware	105	8	2	16	5	1	5	9	13	2	7	4	3	4	4	10	6	4
Dist. of Col.	74	2	1	6	7	1	6	7	8	5	4	2	4	5	2	4	4	4
Florida	708	48	23	95	44	12	39	61	94	34	34	27	18	44	25	52	39	27
Georgia	898	59	21	153	55	1	42	89	161	25	31	28	14	54	22	80	44	27
Idaho	371	26	11	51	20	2	20	31	48	20	17	21	10	27	8	25	23	17
Illinois	2818	188	79	410	177	46	158	197	381	120	208	83	91	195	82	194	138	65
Indiana	1554	101	46	225	125	26	92	101	201	81	91	31	46	98	55	114	89	41
Iowa	1630	106	36	304	109	15	88	122	265	66	102	82	34	111	32	130	73	32
Kansas	1189	72	27	200	87	21	72	101	170	49	52	31	29	79	28	96	51	22
Kentucky	875	59	21	132	61	3	51	89	126	32	36	21	15	58	31	71	43	23
Louisiana	645	34	13	86	43	4	31	51	92	17	35	22	11	42	11	51	40	20
Maine	401	28	12	73	34	3	12	25	55	19	21	13	10	24	11	32	15	14
Maryland	519	27	11	64	42	4	41	42	63	28	23	16	21	33	15	36	33	12
Massachusetts	1236	81	45	169	98	12	79	87	133	64	69	39	54	93	40	111	66	24
Michigan	1974	140	60	292	129	29	138	154	276	109	144	58	69	136	65	179	86	48
Minnesota	1659	101	34	309	117	2	103	117	262	65	91	55	37	111	30	124	81	28
Mississippi	671	36	16	112	52	3	38	63	105	18	27	19	12	32	18	49	42	24
Missouri	1452	70	36	234	109	9	100	122	206	50	79	37	39	94	34	117	64	57
Montana	439	25	19	80	24	3	19	38	60	19	24	22	12	29	9	34	26	22
Nebraska	858	56	21	149	74	6	47	56	152	17	54	25	16	40	25	63	40	39
Nevada	100	8	3	14	9	....	7	8	15	4	3	4	3	5	5	10	7	2
New Hampshire	251	20	10	46	16	5	7	21	38	14	13	12	8	20	6	25	8	4
New Jersey	1159	67	37	143	98	16	83	96	111	59	57	38	50	83	46	86	79	37
New Mexico	280	24	10	36	18	1	16	24	34	14	12	12	10	21	8	25	16	9
New York	2895	173	85	389	208	49	172	248	341	140	164	88	85	214	101	229	164	100
N. Carolina	1088	81	33	154	61	11	60	87	174	37	60	33	24	61	34	99	55	34
N. Dakota	544	28	9	115	34	3	37	39	92	14	30	14	9	32	9	36	29	10
Ohio	2428	167	64	358	170	41	166	179	305	108	151	77	69	173	90	190	119	71
Oklahoma	1016	67	29	165	54	10	64	76	146	24	34	31	28	72	22	96	44	28
Oregon	546	37	18	86	32	7	36	41	65	22	30	28	22	37	17	47	31	26
Pennsylvania	3114	191	85	390	242	55	212	250	347	167	184	91	115	203	117	234	172	95
Rhode Island	197	13	5	21	15	1	13	16	16	14	15	6	11	15	8	14	13	6
S. Carolina	512	37	15	87	28	5	30	46	91	17	18	10	10	27	13	47	25	8
S. Dakota	528	30	12	93	34	12	28	43	103	16	40	13	11	25	9	40	21	13
Tennessee	833	50	19	118	54	2	54	69	112	32	37	18	17	45	17	61	47	28
Texas	2882	217	87	435	217	17	163	250	383	83	111	109	70	186	67	253	122	82
Utah	259	22	11	33	19	4	15	16	36	16	14	10	6	16	6	24	17	9
Vermont	195	10	9	32	15	2	8	14	29	4	12	6	6	13	8	18	12	5
Virginia	987	52	20	139	78	25	60	85	149	32	52	25	21	70	26	81	54	40
Washington	766	46	18	109	48	7	41	64	103	26	45	25	28	42	19	60	41	25
W. Virginia	633	37	12	93	45	10	34	50	85	29	27	15	14	38	20	42	30	37
Wisconsin	1683	119	36	308	106	12	89	115	284	67	91	68	46	125	34	138	78	44
Wyoming	239	19	13	38	13	2	15	19	33	13	11	11	5	19	6	19	15	7
*Total	48139	3119	1334	7238	3343	571	2879	3628	6615	2017	2565	1549	1358	3178	1390	3813	2510	1457

Source—R. L. Polk & Co.

(As of Dec. 15, 1951)

New-Car Stocks

In Field and in Transit, Average per Dealer

Mar. 1, 1952	5.5	Cars
Feb. 1, 1952	6.0	"
Jan. 1, 1952	5.8	"
Dec. 1, 1951	7.3	"
Sept. 1, 1951	8.4	"
July 1, 1951	10.1	"
Apr. 1, 1951	12.3	"
Mar. 1, 1951	9.6	"
Jan. 1, 1951	9.2	"
Feb. 1, 1951	9.5	"
Jan. 1, 1950	10.0	"
Jan. 1, 1949	9.1	"
Jan. 1, 1948	7.0	"
Jan. 1, 1947	5.9	"
Jan. 1, 1946	6.3	"

Automotive News estimates

New-Car Stocks In Postwar

(Estimated by Automotive News)

Period Ending	Cars in Field Stocks†	Cars in Transit to Dealers	Dealers' Total Potential Inventory Stocks
Jan. 1, '50..	251,754	188,500	440,254
Apr. 1, '50..	276,136	158,000	434,136
June 1, '50..	247,680	160,200	407,880
July 1, '50..	311,084	167,500	478,584
Aug. 1, '50..	268,937	161,300	430,237
Sept. 1, '50..	239,642	160,400	400,042
Oct. 1, '50..	208,367	157,800	366,167
Nov. 1, '50..	330,571	158,500	489,071
Dec. 1, '50..	295,521	128,300	423,821
Jan. 1, '51..	305,888	98,900	404,788
Feb. 1, '51..	291,042	127,000	418,042
Mar. 1, '51..	303,874	136,000	439,874
Apr. 1, '51..	406,541	138,500	545,041
May 1, '51..	369,101	113,000	482,101
June 1, '51..	365,241	93,000	458,241
July 1, '51..	357,606	90,700	448,306
Aug. 1, '51..	299,786	87,500	387,286
Sept. 1, '51..	283,402	86,800	370,202
Oct. 1, '51..	250,762	79,500	330,262
Nov. 1, '51..	230,804	76,000	306,804
Dec. 1, '51..	250,445	77,500	327,945
Jan. 1, '52..	224,968	31,000	255,968
Feb. 1, '52..	198,762	69,000	*267,762
Mar. 1, '52..	170,516	76,000	246,516

†Field stocks include cars actually at dealerships, those warehoused by dealers and factories and demonstrators.

*Revised.

New-Car Sales Boxscore . . .

Ford vs. Chevrolet

POSTWAR

FORD New-Car Sales	FORD Pct. Share of Market	Year	CHEVROLET Pct. Share of Market	CHEVROLET New-Car Sales
862,309	17.04	1951	21.08	1,067,042
1,166,118	18.43	1950	22.45	1,420,399
806,766	16.68	1949	21.32	1,031,466
486,888	13.95	1948	20.33	709,609
532,646	16.82	1947	20.23	640,709
326,822	18.01	1946	18.16	329,601
802,592	16.82	6-Year Average	20.60	866,471

PREWAR

602,013	16.14	1941	23.59	880,346
542,755	15.89	1940	24.99	853,529
481,496	18.15	1939	22.57	598,834
363,688	19.23	1938	24.55	464,337
765,933	21.99	1937	22.05	768,040
748,554	21.99	1936	27.33	930,250
584,073	18.90	6-Year Average	24.18	749,223

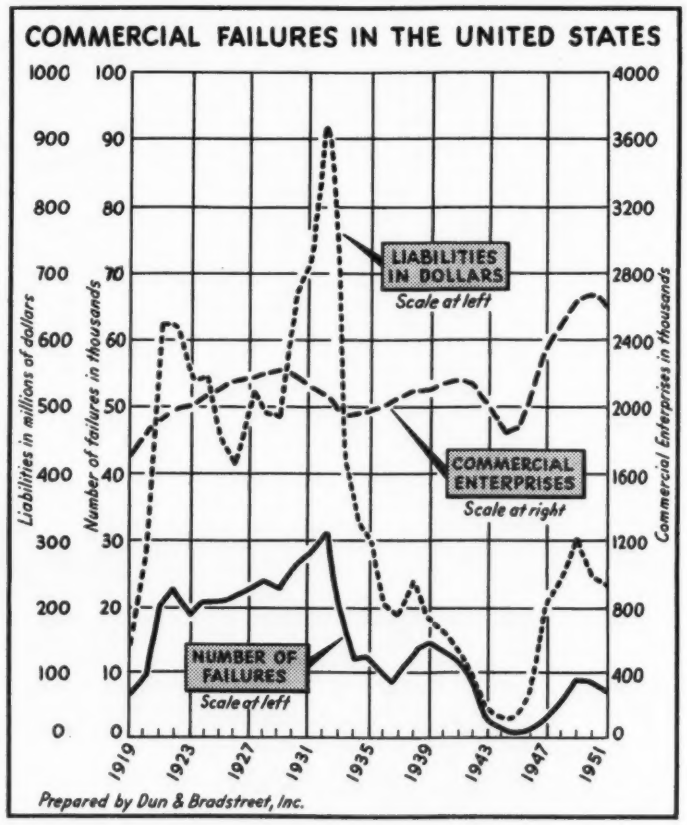
1951 New-Car Sales by Months

Jan.	472,766
Feb.	430,797
Mar.	512,599
Apr.	467,313
May	470,446
June	454,665
July	406,333
Aug.	424,422
Sept.	406,217
Oct.	373,162
Nov.	332,099
Dec.	310,084
Total	5,060,903

• • •

1951 New-Truck Sales by Months

Jan.	88,058
Feb.	78,581
Mar.	86,287
Apr.	84,961
May	90,627
June	87,461
July	84,021
Aug.	87,646
Sept.	84,814
Oct.	92,281
Nov.	76,517
Dec.	62,596
Total	1,003,850



Percent of Vehicles Parked in Central Business District for Each Trip Purpose

Population group (thousands)	Number of cities	TRIP PURPOSE Work	Business	Shopping	Other
Under 25	13	16%	31%	33%	20%
25 to 50	6	16	29	30	25
50 to 100	3	13	37	29	21
100 to 250	10	19	39	21	21
250 to 500	6	18	44	20	18
500 and over	2	31	40	19	10
Total	40	18%	38%	24%	20%

Source: Automobile Manufacturers Assn.

Monthly Service Departmental Averages

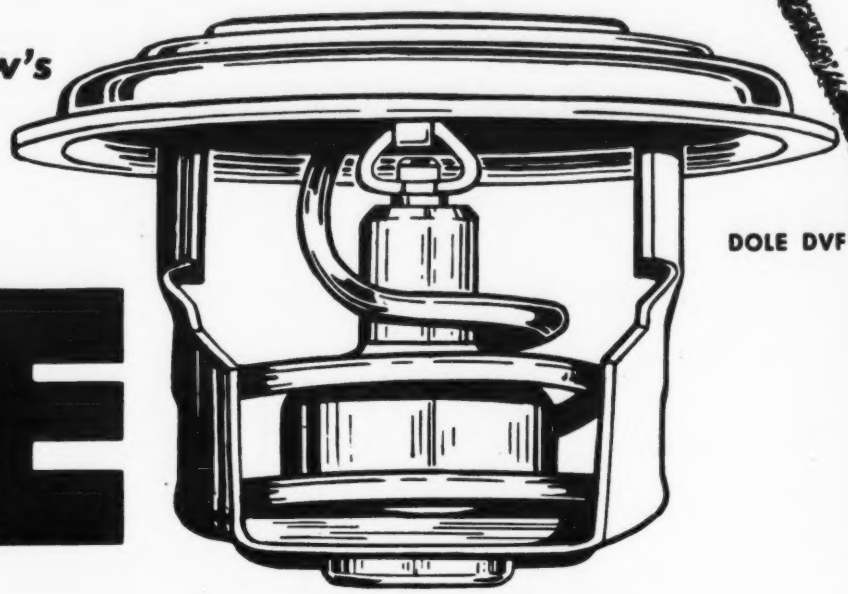
Type of service bought (percentagewise) to total repair orders written in 1951

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Av. for Yr.
Lubrications	29.96	28.42	26.03	27.42	28.64	28.46	28.82	27.67	28.46	27.00	26.21	25.00	27.67
Oil Changes	22.46	21.42	19.42	20.32	21.64	21.03	21.32	20.50	20.57	20.07	20.10	19.14	20.67
Wash-Polish	10.28	8.50	8.64	9.25	8.50	7.14	6.64	6.53	6.46	6.64	5.67	6.42	7.56
Minor Motor Work	46.78	47.03	37.71	37.14	35.42	36.92	36.42	36.03	36.67	38.50	43.46	41.78	39.49
Major Motor Work	7.14	7.32	6.57	6.53	6.10	5.82	5.85	6.03	6.07	6.35	7.25	6.67	6.48
Brake	10.50	10.60	10.14	11.25	12.28	12.46	11.78	11.67	11.17	10.85	10.82	9.67	11.10
Chassis	15.17	15.21	14.14	15.39	17.28	17.85	17.89	17.50	17.42	16.96	15.32	14.53	16.22
Body	11.28	11.60	10.67	10.96	10.67	10.75	10.39	10.03	10.71	10.28	9.39	9.50	10.52
Av. No. of Items Per Repair Order	1.54	1.50	1.33	1.38	1.41	1.40	1.39	1.36	1.38	1.37	1.38	1.33	1.40

—Courtesy John E. Wolf Co.

Plus Performance

for temperature control of engines with pressurized cooling systems: for today's and tomorrow's cars and trucks



DOLE DVF

DOLE

"DV" Thermostats

DOLE DV THERMOSTATS used in leading makes—have proved their dependability and capacity to operate positively against the higher pump pressures in modern sealed cooling systems.

DOLE DV THERMOSTATS are also more efficient for the modern cars with open cooling systems.

In a word, DOLE DV THERMOSTATS help *all* cars of advanced design to give top performance—quick warm-up, savings of gasoline, oil and motor wear. Plus, of course, quick heat from the car heater.

Dole Thermostats are available in various sizes and models to meet all installation requirements.

DOLE DV 1

DOLE DV 2

DOLE DV 3

CONTROL WITH DOLE

THE DOLE VALVE COMPANY • 1901-1941 Carroll Avenue, Chicago 12, Illinois • Detroit • Los Angeles • Philadelphia

Network Expenditure of Individual Passenger Car Advertisers, '41-'51

Advertiser	RADIO Total 1941	Total 1944	Total 1945	Total 1946	Total 1947	Total 1948	Total 1949	Total 1950	Total 1951
Buick	$.....	$.....	$.....	$.....	$.....	$.....	$.....	$.....	$ 86,389
Cadillac	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chevrolet	.....	.....	.....	.....	.....	127,539	7,850	40,100	5,526
Chrysler	1,172,542	782,064	780,148	336,672	231,717	819,306	898,176	904,908	.....
DeSoto-Plymouth	.....	.....	.....	.....	.....	.....	.....	.....	834,161
Dodge	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fisher Body	.....	.....	.....	.....	.....	.....	4,022	4,278	7,834
Ford	900,518	2,710,000	1,528,470	1,534,667	908,970	1,635,294	1,251,459	713,042	.....
General Motors	6,431	999,219	1,158,392	1,483,220	978,487	1,048,500	603,420	616,510	502,510
Hudson	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser-Frazer	.....	.....	.....	.....	244,114	957,708	726,486	.....	.....
Nash	.....	8,935	542,293	608,700	.....	86,148	.....	.....	.....
Oldsmobile	.....	.....	.....	.....	.....	.....	.....	.....	.....
Packard	.....	.....	.....	.....	.....	.....	.....	.....	.....
Plymouth	.....	.....	.....	.....	.....	.....	.....	.....	46,700
Pontiac	.....	.....	.....	.....	.....	.....	21,500	.....	96,485
Studebaker	32,795	.....	.....	18,643	64,153	64,218	140,392	70,940	.....
Willys	.....	.....	.....	.....	.....	.....	.....	.....	.....
Miscellaneous	41,886	.....	.....	.....	.....	66,618*	.....	.....	.....
Total	$2,154,172	$4,500,218	$4,009,303	$3,981,902	$2,427,441	$4,805,331	$3,653,305	$2,349,778	$1,593,090

*Tucker Corp.
These figures represent rate of network facilities only.
Talent costs of programs are not included.

Used-Car Dealer Totals by States

(Latest figures from U. S. Dept. of Commerce)

Geographic division and State	Establishments (Number) 1948	Establishments (Number) 1939	Sales, entire year (Thousand dollars) 1948	Sales, entire year (Thousand dollars) 1939	Payroll, entire year 1948 (Thousand dollars)	Unincorporated businesses: Active proprietors, Nov. 1948 (Number)	Unincorporated businesses: Unpaid family workers, Nov. 1948 (Number)	Paid employes, workweek ended nearest Nov. 15, 1948: Total (Number)	Paid employes, workweek ended nearest Nov. 15, 1948: Full workweek (Number)
United States, total	16,874	6,980	2,441,377	193,790	90,410	17,782	3,260	32,059	29,155
New England	1,053	492	122,862	9,641	5,083	1,018	197	1,962	1,779
Maine	117	61	14,194	967	604	103	15	262	231
New Hampshire	55	28	5,422	471	287	55	16	123	113
Vermont	43	15	3,677	124	126	48	9	81	55
Massachusetts	435	166	47,242	3,793	1,893	423	80	757	685
Rhode Island	112	65	14,471	1,829	509	105	16	167	162
Connecticut	291	157	37,856	2,457	1,664	284	61	572	533
Middle Atlantic	2,632	1,071	422,905	32,905	14,672	2,662	447	5,104	4,692
New York	1,303	583	229,754	21,604	7,632	1,268	189	2,353	2,174
New Jersey	515	205	74,656	5,883	3,094	500	89	1,021	946
Pennsylvania	814	282	118,495	5,418	3,946	894	169	1,730	1,572
East North Central	3,485	1,546	544,390	47,240	21,529	3,652	704	6,811	6,121
Ohio	1,014	446	141,517	12,425	6,204	1,027	196	1,996	1,806
Indiana	457	174	65,108	3,955	2,249	472	83	804	716
Illinois	856	334	141,445	10,284	5,515	969	203	1,663	1,520
Michigan	868	438	152,075	17,163	5,755	900	162	1,739	1,557
Wisconsin	290	154	44,245	3,413	1,806	284	60	609	522
West North Central	1,756	788	222,746	17,165	7,464	1,898	362	2,941	2,614
Minnesota	274	123	46,624	3,589	1,669	272	49	507	457
Iowa	231	112	38,810	2,301	1,445	259	65	586	530
Missouri	624	292	69,142	6,986	2,199	651	104	946	834
North Dakota	37	9	6,521	130	218	43	9	85	80
South Dakota	78	52	9,076	907	293	79	11	124	99
Nebraska	205	63	27,141	1,278	819	241	35	333	297
Kansas	307	137	25,432	1,974	821	353	89	360	317
South Atlantic	2,040	611	295,084	17,690	11,243	2,112	388	4,473	4,151
Delaware	31	16	4,396	254	248	25	4	76	75
Maryland	211	89	24,987	2,466	1,268	223	44	523	459
District of Columbia	99	16	23,692	819	906	95	17	265	254
Virginia	237	51	37,171	1,878	1,686	232	28	666	633
West Virginia	183	36	26,791	852	1,023	183	44	392	350
North Carolina	277	79	31,361	1,398	982	326	66	484	444
South Carolina	230	95	29,841	2,130	943	245	45	434	407
Georgia	343	96	53,605	1,682	1,524	379	62	685	627
Florida	429	133	63,240	6,211	2,663	404	78	948	902
East South Central	832	174	138,612	4,331	4,605	945	162	1,954	1,749
Kentucky	153	61	22,682	1,257	989	187	31	382	312
Tennessee	354	64	62,692	1,995	1,953	409	72	800	728
Alabama	238	42	42,261	746	1,299	254	46	611	559
Mississippi	87	7	10,977	333	364	95	13	161	150
West South Central	2,125	824	277,658	22,959	6,840	2,378	402	3,181	2,891
Arkansas	226	34	26,169	852	589	253	50	320	291
Louisiana	236	58	42,547	3,678	996	259	35	472	438
Oklahoma	453	212	51,364	3,445	1,161	512	88	559	498
Texas	1,210	520	157,578	14,984	4,094	1,354	229	1,830	1,664
Mountain	698	273	80,137	4,346	2,936	751	148	1,103	962
Montana	31	15	3,452	309	177	32	7	68	48
Idaho	61	16	7,593	294	216	64	13	81	74
Wyoming	38	18	4,871	146	212	33	10	70	67
Colorado	256	136	29,026	2,358	966	283	64	390	326
New Mexico	87	26	6,579	378	200	97	16	88	80
Arizona	103	33	14,250	286	662	117	25	228	208
Utah	90	25	8,343	493	275	92	10	122	110
Nevada	32	4	6,023	82	228	33	3	56	49
Pacific	2,253	1,201	336,983	37,513	16,029	2,366	450	4,530	4,196
Washington	313	153	29,839	2,817	1,162	324	60	416	371
Oregon	241	69	29,089	1,739	784	297	54	285	264
California	1,699	979	278,055	32,957	14,083	1,745	336	3,829	3,561

Television

1951 Network Gross Time Sales

AUTOMOTIVE — CARS:	DUM	ABC	CBS	NBC	TOTAL
Chrysler Corp.	$	$ 295,956	$	$ 967,680	$1,263,636
Ford Motor Co.	....	.....	1,371,820	1,651,883	3,023,703
General Motors Corp.	....	9,285	1,449,435	147,220	1,605,940
Hudson Motor Co.	....	163,177	.....	.....	163,177
Kaiser-Frazer Corp.	218,697	64,995	.....	.....	283,692
Nash-Kelvinator Corp.	....	729,667	144,465	.....	874,132
Packard Motor Car Co.	....	302,672	.....	.....	302,672
Pittsburgh Chev. Dealers	7,250	.....	.....	.....	7,250
TOTAL CARS	$225,947	$1,565,752	$2,965,720	$2,766,783	$7,524,202
TIRES:					
Firestone Tire & Rubber Co.	$	$	$	$ 755,580	$ 755,580
General Tire & Rubber Co.	13,370	.....	.....	132,280	145,650
B. F. Goodrich Co.	....	.....	721,965	.....	721,965
Goodyear Tire & Rubber Co.	....	751,575	.....	250,650	1,002,225
Seiberling Rubber Co.	....	137,220	.....	.....	137,220
TOTAL TIRES	$ 13,370	$ 888,795	$ 721,965	$1,138,510	$2,762,640
ACCESSORIES:					
Electric Auto-Lite Co.	$	$	$ 610,879	$	$ 610,879
Union Carbide & Carbon Co.	....	.....	101,040	32,540	133,580
TOTAL ACCESSORIES	....	.....	$ 711,919	$ 32,540	$ 744,459

Radio

1951 Network Gross Time Sales

AUTOMOTIVE — CARS:	ABC	CBS	MBS	NBC	TOTAL
Chrysler Corp.	$	$ 46,700	$	$834,161	$ 880,861
Ford Motor Co.	....	....	....	.....	.....
General Motors	604,398	35,526	20,233	23,160	683,317
Kaiser-Frazer Corp.	....	....	....	.....	.....
Nash-Kelvinator Corp.	....	....	....	.....	.....
Studebaker Corp.	....	....	....	.....	.....
Total Cars	$604,398	$ 82,226	$20,233	$857,321	$1,564,178
COMMERCIAL VEHICLES:					Nothing
TIRES:					
Firestone	$	$	$	$769,807	$ 769,807
Goodyear	454,486	....	....	.....	454,486
Total Tires	$454,486	....	....	$769,807	$1,224,293
ACCESSORIES:					
American Home Products Corp.	$	$ 77,275	$	$255,842	$ 333,117
Champion Spark Plug Co.	298,935	....	....	.....	298,935
Electric Auto-Lite	....	830,620	....	.....	830,620
Nic-L-Silver Battery Co.	....	12,938	....	.....	12,938
Total Accessories	$298,935	$920,833	$	$255,842	$1,475,610

These figures represent rate of network facilities only. Talent costs of programs not included.

Canadian Sales and Excise Taxes

Remitted to the Federal Government by the Canadian Automobile Industry—1951

	Sales Tax	Excise Tax	TOTAL
January	$ 4,248,359	$ 5,576,412	$ 9,824,771
February	5,259,941	6,423,937	11,683,878
March	6,006,160	7,439,440	13,445,600
1st Quarter	15,514,460	19,439,789	34,954,249
April	6,246,890	8,283,171	14,530,061
May	6,739,680	10,390,500	17,130,180
June	6,881,147	10,838,134	17,719,281
2nd Quarter	19,867,717	29,511,805	49,379,522
July	5,647,153	8,114,529	13,761,682
August	4,534,253	6,693,153	11,227,406
September	3,424,214	4,397,747	7,821,961
3rd Quarter	13,605,620	19,205,429	32,811,049
October	4,389,571	5,963,795	10,353,366
November	4,208,458	5,772,808	9,981,266
December	3,216,696	3,554,932	6,771,628
4th Quarter	11,814,725	15,291,535	27,106,260
12 MONTHS, 1951	$60,802,522	$83,448,558	$144,251,080

Employes, Payroll, Dealers

	Employes	Payroll	Dealers
January	37,058	$ 11,117,050	5,117
February	37,739	10,617,600	5,116
March	38,005	11,377,583	5,141
April	37,328	10,379,939	5,139
May	37,530	10,658,574	4,915
June	37,365	9,775,474	4,916
July	36,015	10,057,198	4,932
August	31,996	8,071,338	5,494
September	32,751	8,761,908	5,503
October	32,659	9,308,128	5,512
November	32,343	8,764,146	5,487
December	30,826	7,452,068	5,496
TOTAL		$116,341,006	

Compiled by Canadian Automobile Chamber of Commerce, Inc., from reports from 11 manufacturers.

"I just couldn't believe my hands!"

"Want to drive her?" Jim asked . . . and then I had the greatest experience I've ever had in a car!

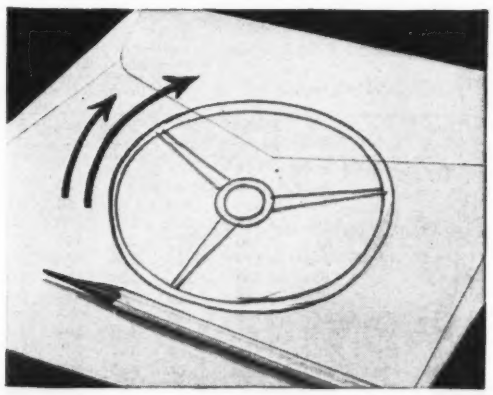
I'd heard Jim rave about his Chrysler power steering. Never saw him so keen about anything. Yesterday I discovered why! Believe me, you can't imagine what it's like till you *feel it yourself* . . . as I did when Jim dropped by and said "Want to drive her?" *I sure did* . . .

I hadn't gone 100 yards, before I knew I'd never had such *control* of a car! Coming to a turn, I just *eased* that big car around it by nudging the wheel spoke with the side of my finger. Jim explained how 4/5 of the *work* of steering is done hydraulically, only 1/5 by your hand.

It's a far safer new feeling, too! Our West End Road's a real bad one. But "Just hold it easy," Jim said. "See how steady she keeps herself." It was amazing. No wheel fight at all . . . just the wonderful sense of this new power helping you *hold* the wheels, as well as steer!

Even standing still, you can turn the wheels with just your fingertips. We pulled up to a stop, and I turned the wheel from right to left and back with only one finger. Not just parking, but all the time, this Chrysler Full-Time Power Steering gives you *5 times* the normal control!

And what a blessing in sudden pinches! A fellow unexpectedly stepped out, just as we came by. Instinctively, I flicked the wheel—*and hoped!* But that power steering responded *instantly*. Easy and sure as pointing a finger, we swung around him and back into line!



Later, Jim sketched this point out for me. With this power the *amount* of wheel-turn is cut about 1/3. Jim's Chrysler's steering has only 3½ to 1 turning ratio. Most cars are 5 or more to 1. That's extra safety every moment, for the car can always react faster.

But a long trip, Jim says, is the real pay-off. He drove close to 700 miles one day, yet says he felt no shoulder strain, and never felt so secure. I can see why! With this full-time power steering, you just sit back and *pilot* the car with your hand in command every instant!

"Try it yourself . . . nothing else compares with it!"

CHRYSLER
POWER STEERING

Estimated Consumption of Motor Fuel and Oil on Farms for 1950 By Automobiles, Trucks and Tractors

	GALLONS OF MOTOR FUEL				GALLONS OF MOTOR OIL			
	Automobiles	Trucks	Tractors	TOTAL	Automobiles	Trucks	Tractors	TOTAL
Alabama	22,095,560	29,040,550	37,242,003	88,378,113	662,867	871,217	929,943	2,464,027
Arizona	5,534,250	5,338,820	12,285,800	23,158,870	166,028	146,387	272,600	585,015
Arkansas	24,122,890	35,609,840	51,632,240	111,364,970	717,167	972,912	1,232,133	2,922,212
California	86,074,000	52,040,280	117,263,360	255,377,640	2,513,361	1,561,208	2,977,390	7,051,959
Colorado	22,023,900	16,638,570	62,599,110	101,261,580	636,246	477,826	1,336,270	2,450,342
Delaware	2,401,420	1,339,470	4,288,297	8,029,187	72,043	38,561	111,820	222,424
Florida	16,255,350	11,999,470	12,353,680	40,608,500	451,538	359,984	321,920	1,133,442
Georgia	31,181,660	32,771,440	47,825,520	111,778,620	935,450	983,143	1,183,800	3,102,393
Idaho	16,991,500	11,282,200	30,311,644	58,585,344	511,744	338,466	754,960	1,605,170
Illinois	78,473,200	36,451,380	244,986,685	359,911,265	2,354,196	1,093,541	6,152,132	9,599,869
Indiana	62,116,470	22,938,240	111,702,274	196,756,984	1,863,494	646,976	2,616,946	5,127,416
Iowa	100,558,040	26,297,040	239,183,847	366,038,927	2,993,887	751,344	5,578,632	9,323,863
Kansas	61,624,360	45,570,540	205,287,075	312,481,975	1,848,731	1,161,602	4,958,625	7,968,958
Qentucky	36,563,705	30,267,600	41,032,068	107,863,373	1,102,905	880,512	960,806	2,944,223
Louisian	24,866,600	18,222,500	40,634,871	83,723,971	740,347	521,164	971,628	2,233,139
Maryland	12,391,640	7,178,380	20,909,847	40,479,867	371,749	214,280	484,398	1,070,427
Michigan	64,257,570	19,656,720	90,758,840	174,673,130	1,927,727	592,550	2,323,645	4,843,922
Minnesota	78,383,600	26,448,000	208,473,982	313,305,582	2,351,508	775,808	4,801,704	7,929,020
Mississippi	28,593,750	33,749,400	43,804,728	106,147,878	854,000	967,483	1,028,280	2,849,763
Missouri	54,456,930	34,084,160	110,149,760	198,690,850	1,625,580	976,046	2,514,288	5,115,914
Montana	14,206,185	13,957,920	56,996,708	85,160,813	420,924	418,738	1,379,648	2,219,310
Nebraska	49,094,100	18,495,320	134,716,223	202,305,643	1,478,884	543,980	3,515,428	5,538,292
Nevada	1,425,690	1,811,340	2,951,162	6,188,192	42,924	53,091	66,927	162,942
New England	34,769,535	24,385,550	23,272,435	82,427,520	1,047,849	696,730	585,805	2,330,384
New Jersey	12,589,200	10,197,180	14,019,840	36,806,220	377,676	267,069	394,308	1,039,053
New Mexico	8,310,500	7,247,040	15,946,857	31,504,397	241,760	211,372	365,544	818,676
New York	47,439,780	26,086,680	67,112,584	140,639,044	1,429,692	724,630	1,743,184	3,897,506
North Carolina	58,424,455	28,994,880	53,708,393	141,127,728	1,760,737	845,684	1,348,031	3,954,452
North Dakota	28,008,660	17,804,800	136,399,178	182,212,638	840,260	534,144	3,307,826	4,682,230
Ohio	79,073,060	28,496,600	102,134,992	209,704,652	2,372,192	809,563	2,424,090	5,605,845
Oklahoma	45,231,400	34,447,500	113,255,100	192,934,000	1,352,181	1,033,425	2,786,435	5,172,041
Oregon	29,715,360	16,770,925	34,576,620	81,062,905	835,745	505,101	886,580	2,227,426
Pennsylvania	54,634,680	25,453,505	76,006,736	156,094,921	1,639,040	727,243	2,023,848	4,390,131
South Carolina	28,144,755	13,390,650	23,832,707	65,368,112	848,422	401,720	583,420	1,833,562
South Dakota	33,247,170	13,984,520	110,436,480	157,668,170	997,415	415,756	2,629,440	4,042,611
Tennessee	35,269,940	30,111,500	42,474,420	107,855,860	1,058,098	903,345	1,023,480	2,984,923
Texas	123,723,500	83,930,220	285,011,139	492,664,859	3,673,440	2,429,559	7,051,353	13,154,352
Utah	9,140,120	7,829,520	11,730,208	28,699,848	259,663	222,604	329,164	811,431
Virginia	43,256,560	18,653,060	28,492,272	90,401,892	1,278,890	559,592	714,408	2,552,890
Washington	35,481,210	26,293,525	35,704,845	97,479,580	1,043,565	675,430	933,460	2,652,455
West Virginia	13,231,205	11,576,570	4,622,750	29,430,525	391,346	320,203	112,750	824,299
Wisconsin	69,581,040	25,693,530	118,733,506	214,008,076	2,087,431	774,530	2,976,606	5,838,567
Wyoming	6,714,240	7,308,000	13,104,585	27,126,825	193,680	176,400	337,194	707,274
TOTAL	1,689,678,740	989,844,935	3,237,965,371	5,917,489,046	50,372,382	28,580,919	79,030,849	157,984,150

Source: 1950 Census of Agriculture—Preliminary Release—Series AC 50-1
Farm Consumption of Liquid Petroleum Fuels & Motor Oil—U. S. Dept. of Agriculture—Bureau of Agricultural Economics—Issued 1949.
Compiled by Farm Journal Research Department.

Farm Vehicle Survey by States

	Pass. Cars on Farms*	Motor Trucks on Farms*	Tractors on Farms*	Number of Farms*	Cash Farm Income§ (Thousands)	Value of Farm Equip.‡	Farms with $1,000 Equip. or more‡
Alabama	71,276	52,801	45,962	211,512	$ 345,679	$ 57,070,269	16,333
Arizona	11,775	8,611	9,748	10,412	236,304	15,295,843	3,533
Arkansas	65,197	63,589	61,042	182,429	527,607	78,146,356	20,668
California	172,148	110,724	124,963	137,168	2,026,815	207,080,480	48,626
Colorado	48,942	42,663	53,187	45,578	477,832	70,746,942	22,561
Connecticut	18,439	13,198	11,949	15,615	141,641	20,188,780	6,284
Delaware	7,063	4,059	6,130	7,448	102,019	11,434,782	3,850
Florida	36,123	29,267	22,033	56,921	398,553	36,675,961	8,909
Georgia	100,586	63,022	60,991	198,191	448,575	72,794,522	21,232
Idaho	39,980	29,690	39,397	40,284	317,999	68,342,237	20,048
Illinois	196,183	86,789	235,293	195,268	1,702,943	321,363,115	113,793
Indiana	159,273	59,816	154,040	166,627	916,022	182,474,899	71,666
Iowa	288,541	62,612	241,090	203,159	1,993,871	354,263,259	140,503
Kansas	133,966	89,354	146,498	131,394	933,576	201,783,115	74,367
Kentucky	119,881	55,032	59,193	218,476	527,920	70,453,894	21,803
Louisiana	56,515	36,445	36,059	124,181	342,151	61,321,449	14,069
Maine	22,937	19,197	16,675	30,358	179,370	33,125,566	10,126
Maryland	36,446	21,428	29,885	36,107	240,137	41,872,588	14,693
Massachusetts	21,457	15,385	14,720	22,220	181,186	29,068,511	8,692
Michigan	164,763	56,976	149,372	155,589	676,992	213,859,422	82,595
Minnesota	195,959	70,528	204,361	179,101	1,145,055	302,430,339	112,813
Mississippi	76,250	56,249	52,618	251,383	481,312	75,868,547	17,852
Missouri	162,558	77,464	125,964	230,045	944,357	146,650,312	55,141
Montana	35,077	38,772	44,991	35,085	297,827	77,470,221	22,562
Nebraska	121,220	54,398	127,652	107,183	918,460	182,091,554	72,507
Nevada	3,066	3,123	3,213	3,110	40,819	6,680,914	1,582
New Hampshire	12,073	8,853	7,096	13,391	62,884	11,117,515	3,518
New Jersey	27,976	24,279	26,181	24,838	293,245	45,371,863	12,943
New Mexico	15,110	15,098	15,871	23,599	192,953	24,818,015	8,084
New York	129,972	72,463	119,706	124,977	841,561	239,291,278	78,348
North Carolina	160,067	60,406	73,534	288,508	712,713	76,480,716	23,213
North Dakota	73,707	55,640	98,672	65,401	464,703	161,531,232	52,303
Ohio	208,087	64,765	182,571	199,359	911,945	197,285,604	79,011
Oklahoma	95,224	68,895	93,804	142,246	621,763	125,278,066	48,384
Oregon	61,907	39,461	52,514	59,827	334,420	66,656,779	18,416
Pennsylvania	151,763	66,113	125,907	146,887	762,414	223,206,905	77,239
Rhode Island	2,773	2,445	1,939	2,598	22,312	40,265,585	1,111
South Carolina	81,579	29,757	30,329	139,364	278,043	42,005,863	11,178
South Dakota	77,319	37,796	88,991	66,462	527,389	114,381,559	45,365
Tennessee	113,774	60,223	59,803	231,631	426,914	80,863,844	24,683
Texas	255,100	147,246	233,375	331,567	2,150,794	277,046,169	104,394
Utah	20,773	15,352	15,997	24,176	140,232	20,647,436	7,034
Vermont	16,580	10,595	10,655	19,043	115,246	27,890,915	9,781
Virginia	94,036	49,087	48,256	150,997	405,871	57,826,935	17,358
Washington	69,571	48,245	55,055	69,820	505,867	88,390,517	2,746
West Virginia	37,271	24,631	14,005	81,434	113,827	18,781,448	4,825
Wisconsin	183,108	74,474	171,673	168,561	939,987	282,889,279	105,755
Wyoming	12,912	12,600	15,606	12,614	147,560	22,477,570	7,226
U. S. TOTAL	4,207,332	2,209,631	3,618,570	5,382,162	$27,517,665	$5,183,058,970	1,749,723

*Census of Agriculture 1950. ‡Census of Agriculture 1945. §Census of Agriculture 1949. Source: Implement & Tractor.

Farm Facts

STATE	Number of Farms	Income Per Farm	No. of Farms Reporting Electricity	Estimated Value of Farm Land & Bldgs.
Maine	30,358	$5,463	26,200	$ 226,517,976
New Hampshire	13,391	4,832	12,696	124,845,303
Vermont	19,043	5,817	17,533	196,404,574
Massachusetts	22,220	7,854	20,365	314,710,131
Rhode Island	2,598	8,372	2,411	44,327,885
Connecticut	15,615	9,215	14,425	315,250,655
New England	103,225	6,602	93,630	1,222,056,524
New York	124,977	6,534	117,262	1,467,451,978
New Jersey	24,838	11,722	23,281	505,278,142
Pennsylvania	146,887	5,029	133,919	1,509,650,602
Middle Atlantic	296,702	6,223	274,462	3,482,380,722
Delaware	7,448	13,360	6,112	97,140,816
Maryland	36,107	6,606	30,302	507,225,012
Dist. of Columbia	28	*	18	4,665,839
Virginia	150,997	2,923	114,273	1,277,239,636
West Virginia	81,434	1,448	59,141	487,209,468
North Carolina	288,508	2,788	219,417	1,905,714,485
South Carolina	139,364	2,089	95,025	820,349,445
Georgia	198,191	2,674	149,271	1,114,505,660
Florida	56,921	8,812	40,535	905,657,750
South Atlantic	958,998	3,154	714,094	7,119,708,111
Ohio	199,359	4,568	185,681	2,858,969,496
Indiana	166,627	5,892	152,864	2,691,272,881
Illinois	195,268	8,953	169,645	5,394,904,904
Michigan	155,589	4,287	146,902	1,701,439,612
Wisconsin	168,561	5,794	156,382	2,056,924,595
East North Central	885,404	5,968	811,474	14,703,511,488
Kentucky	218,476	2,404	145,246	1,572,256,263
Tennessee	231,631	1,887	165,541	1,431,966,199
Alabama	211,512	1,692	144,589	1,016,866,005
Mississippi	251,383	1,948	140,695	1,147,790,873
East South Central	913,002	1,982	596,071	5,168,879,340
Minnesota	179,101	6,825	150,755	2,777,311,947
Iowa	203,159	10,464	184,787	5,506,670,134
Missouri	230,045	4,542	159,165	2,235,939,283
North Dakota	65,401	8,094	44,200	1,189,122,736
South Dakota	66,452	7,729	45,898	1,402,234,913
Nebraska	107,183	9,223	83,309	2,735,038,629
Kansas	131,394	7,897	97,668	3,198,627,883
West North Central	982,735	7,593	765,782	19,044,945,525
Arkansas	182,429	2,838	121,916	1,151,145,884
Louisiana	124,181	2,669	83,191	920,939,274
Oklahoma	142,246	4,031	93,315	1,851,459,526
Texas	331,567	6,551	260,373	6,718,426,337
West South Central	780,423	4,606	558,795	10,641,971,021
Montana	35,085	10,897	26,335	1,007,206,378
Idaho	40,284	8,575	37,232	965,498,258
Wyoming	12,614	11,597	9,432	473,287,265
Colorado	45,578	11,360	36,541	1,234,993,841
New Mexico	23,599	8,868	14,037	765,101,125
Arizona	10,412	26,665	8,062	637,465,547
Utah	24,176	6,551	21,602	514,819,563
Nevada	3,110	15,563	2,184	160,342,018
Mountain	194,858	10,703	155,425	5,758,713,995
Washington	69,820	7,730	64,599	1,499,139,536
Oregon	59,827	6,565	54,618	1,275,155,555
California	137,168	17,024	124,613	5,907,554,503
Pacific	266,815	12,246	243,830	8,681,849,594
Total United States	5,382,162	$5,399	4,213,563	$75,824,016,320

*Not available.
Source: 1950 Census of Agriculture—Series AC 50-1 — Preliminary Release
The Farm Income Situation — June, 1951.
Compiled by Farm Journal Research Department.

Principal Machines on U. S. Farms Jan. 1, 1910-1950*

Year	TRACTORS: Wheel Including home-made	TRACTORS: Crawler	TRACTORS: Garden	TRACTORS: Total	Autos	Motor-trucks	Grain com-binds	Field corn pickers	No. of Farms with milk-ing ma-chines
	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands
1910	....	...	...	1	50	....	1	...	12
1920	....	...	...	*246	*2,146	*139	4	10	55
1930	....	...	...	*920	*4,135	*900	61	50	100
1940	....	...	...	1,545	*4,144	*1,047	190	110	175
1941	....	...	...	1,675	4,330	1,095	225	120	210
1942	....	...	...	1,885	4,670	1,160	275	130	255
1943	....	...	...	2,100	4,350	1,280	320	138	275
1944	....	...	...	2,215	4,185	1,385	345	146	300
1945	2,225	99	68	*2,422	*4,148	*1,490	*375	168	*365
1946	2,374	106	80	2,560	4,260	1,550	420	203	440
1947	2,500	113	122	2,735	4,350	1,700	465	236	525
1948	2,700	121	159	2,980	4,225	1,900	535	299	575
1949	2,980	133	202	3,315	4,290	2,065	620	372	610
1950	3,259	144	216	†3,619	†4,208	†2,209	†714	†456	†637
1951	3,531	154	255	3,940	4,210	2,280	810	522	655

*"Facts for Industry" reports of the Bureau of the Census, annual registrations of motor vehicles, and results of enumerative surveys were used in developing estimates for years and machines not covered by census reports.
†Preliminary census figures. The average date of the 1950 census was about April 1.
Source: Defense Production Board.

In Looks... In Performance... In Value...

AMERICA'S MOST EXCITING CAR

PACKARD FOR '52

"GREATEST CAR on the road – bar none!" . . . "With Ultramatic Drive and Easamatic Power Brakes, my new '52 Packard is the world's smartest, safest, smoothest-performing car!" . . . "Finest Packard ever built—and after owning eight I ought to know!"

● ● **That's the kind** of praise you hear everywhere about the great new Packard, *when you ask the man—or woman—who owns one!* What's more, you'll find that the *men who sell them* are equally enthusiastic about America's most exciting new cars!

● ● **With four well-defined series,** Packard covers every price range from the medium field to the most luxurious class. By showing thousands of prospects that *it costs less than they think to own a Packard,* the new Packard advertising is opening a great new field of sales to dealers!

● ● **Only Packard** has thrilling Ultramatic—the automatic drive which experts call the finest ever built. Only Packard offers Easamatic Power Brakes for easier, quicker stops with 40% less foot pressure. Only Packard has the mighty Thunderbolt Engine, world's highest-compression eight! With the world's finest quality, through and through, Packard gives you new highs in riding comfort, handling ease and smooth, quiet operation. Better in 70 ways for '52—it's engineered and built to outperform, outlast and outvalue them all!

● ● If you want a secure and profitable future in the automobile business, Packard will be glad to discuss with you available franchises throughout the country. Write, wire or phone collect:

C. E. BRIGGS, General Sales Manager
PACKARD MOTOR CAR COMPANY, 1580 E. Grand Boulevard
Detroit, Mich. Telephone: Walnut 1-5600

ENGINEERED TO OUTPERFORM—BUILT TO OUTLAST THEM ALL

ASK THE MAN WHO OWNS ONE

T-2

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,689 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 21 survivors, distributed among the three corporations, General Motors, Ford and Chrysler; seven "independents"; plus one newcomer who has announced a custom car. Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never got beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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—A—

1909 Abbott
1922 A.B.C.
1900 ABC Electric
Abenaque
1907 Abendroth & Root
Acadia
1920 Ace
1903 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1936 Airomobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Alco
1911 Alden Sampson
Aldo
1914 Allen
1907 Allen Kingston
Allis-Chalmers
1903 Allith
1951 ALLSTATE*
1915 All Steel
Alma
1911 Alpena
1920 Alsace
1916 Alter
1905 Altha Electric
Alxo
Amalgamated
1921 Ambassador
1920 Amco
1911 America
1901 American
1930 American Austin
1936 American Bantam
1916 American Beauty
1909 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1909 American Napier
1900 American Power
Carriage
1908 American Simplex
1903 American Steam
1912 American Tricar
American
Underslung
1898 Ames
Amesbury
1910 Amplex
Ams Sterling
1909 Anchor
1916 Anderson
1913 Anger
1908 Angus
1910 Anhut
Anthony
1915 Appel
1908 Apperson
1906 Appollo
1911 Arbenz
Arcadia
1905 Ardsley
Argo-Case
1912 Argo Electric
1919 Argonne
1905 Ariel
1913 Aristos
1914 Arrow Cyclecar
Artsberger Steam
1925 Astra
Atlantic Electric
1907 Atlas
1911 Atlas-Knight
Atterbury
1903 Auburn
Aultman
1906 Aurora
1903 Austin
Austin Bantam
1863 Austin Steam
1899 Auto Acetylene
1910 Auto Bug
Autobuggy
1897 Autocar
1913 Autocycle
1901 Auto Dynamic
1900 Auto-Fore-Carriage
1900 Auto-Go
1921 Automatic
1900 Automobile
Voiturette
1901 Automotor
1914 Auto-Tricar
1900 Autotwo
1903 Auto Vehicle
1906 Averageman's Car
Avery

—B—

1909 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1900 Baldwin
1902 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1923 Barbarino
1922 Barley
1922 Barlow
1907 Barnes
Barnhart
1896 Barrow Electric
1901 Bartholomew
1917 Bateman
1903 Bates
1925 Bauer
1899 Bauroth
1906 Bay State
1933 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefontaine
1908 Belmont
Bemmel & Burnham
1907 Bendix
1917 Benham
1911 Ben Hur
1908 Benner
1902 Berg
1909 Bergdoll
1905 Berkshire
1908 Bertolet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bewis
Bewman
1915 Biddle
1915 Biederman
1917 Bimel
1902 Binney-Burnham
1918 Birch
1921 Birmingham
1908 Black
1905 Black Crow
1904 Black Diamond
1903 Blackhawk
1908 Blakeslee Electric
1906 Blanche
1906 Bliss
1907 B.L.M.
1903 Blood
1904 Bloomstrom
1947 Bobbi Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Granis
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Bramwell-
1899 Bramwell-
Robinson
1915 Brasie
1903 Brazier
1901 Brecht Steam
1905 Breeze & Lawrence
1908 Brennan
Brenner
1904 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton
Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1920 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Brouniecar
1906 Brunn
Brunswick
1906 Brush
1907 Bruss
1901 Buckeye
1914 Buckles
1903 Buckmobile
1900 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1904 BUICK*
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buzmobile
1908 Byrider Electric

—C—

1902 CADILLAC*
1912 California
Californian
1927 Calvert
1903 Cameron
1917 Campbell
1900 Canda
1904 Cannon
1902 Capitol Steam
Carbon
1923 Cardway
Carhart
1911 Carhartt
1904 Carlson
1912 Carnation
1907 Carriage Mobile
1908 Carrison
1920 Carroll Six
1907 Cartercar
1924 Cartermobile
Carthage
1905 Cartone
1910 Case
1907 Cato
Cavac
1927 Cavalier
Ceco
Celt
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1907 Chase
1906 Chatham
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1907 Chief
1904 Christie
Christman
1908 Christopher
1924 CHRYSLER*
1902 Church
1912 Churchfield Electric
1903 Cincinnati Steam
Cince
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1900 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1902 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1908 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colby
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1903 Columbus
1917 Comet
1946 Comet
1922 Commander
Commerce
1921 Commodore
1917 Commonwealth
1904 Compound
Connersville
1907 Conover
1900 Conrad Steam
1907 Continental
1933 Continental
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1908 Cornish-Friedberg
1908 Correja
1914 Cort
1947 Cortez
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1901 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 CROSLEY*
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keaton
1923 Crusader
1918 Cruiser
1907 Cucmobile
1901 Cull
1905 Culver
1930 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1920 Cyclemobile
1914 Cyclepiane

—D—

1922 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darby
1901 Darling
1947 Darrin
1903 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1907 Decatur
1909 Decauville
1902 Decker
1914 Decross
1923 Deemotor
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1922 Delage
De La Vergne
1924 Delling Steam
1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desberon
1906 DeShaw
1913 DeSoto
1928 DESOTO*
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1906 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1920 Duesenberg
1902 Dumont
1914 Dunn
1909 Duplex
1920 Dupont
1903 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1933 Dymaxion

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Easton
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1902 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Eibert
1909 Eicar
1915 Eico
1903 Eldridge
1913 Electra
1901 Electronomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elinore
1909 Elite
1901 Elite Steam
Elk
1908 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1908 Elwell Parker
1909 Emancipator
1907 Emerson
1908 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1926 Erskine
1906 Essex
1917 Essex
1901 Essex Steam
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everett
1908 Everybody's
1908 Ewing

—F—

1917 Fageol
1906 Fairmount
1909 F.A.L.
1909 Falcar
1922 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1922 Farner
1900 Fauber
1913 Fedelia Cyclecar
1906 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1902 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 FRAZER*
1902 Fredonia
1914 Frederickson
Freeman
1923 Fremont
1913 French
1900 Friedman
1920 Friend
1907 Fritchle Electric
1922 Frontenac
1922 Frontmobile
1914 F.R.P.
1912 F.S.
1908 Fuller
1908 Fulton
1912 Fwick

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1914 Galt
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1918 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1909 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Glover
Goethe
1906 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1912 Grand
1912 Granite Falls
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Grensfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Halladay
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1923 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harrie
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hasbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healy Electric
1918 Hebb
1921 Heifner
1908 Heilman
1907 Heine Velox
Hendel
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 HENRY J*
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1926 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobbie
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1897 Holderman
1905 Holland
1916 Holler
1900 Holley
Holly
1918 Holmes
1905 Holsman
1906 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1908 Hupmobile
1911 Hupp-Yeats Electric
1917 Hydromotor
1922 Hylander

—I—

1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1900 Imperial
1907 Imperial Electric
1912 Independence
Independent
1921 Indiana
Indianapolis
Ingersoll-Rand
1917 Ingrame-Hatch
1921 Innes
1900 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1908 Iverson

—J—

1899 Jackson
1900 Jack's Runabout
1921 Jacquet
1911 James
1906 Janney
1912 Jarvis-Huntington
1908 Jaxon Steam
1907 Jay
Jay-Eye-See
1908 Jeannin
1910 Jeffrey
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jonz
1916 Jordan
1914 J.P.L.
1900 JR.
1925 Julian
1925 Junior

—K—

1946 KAISER*
1922 Kalamazoo
1894 Kane-Pennington
1919 Kankakee
1905 Kansas City
1908 Karbach
Kato
1909 Kauffman
1908 Kearns Kar
Keasler
1900 Keene Steamobile
1908 Keeton
1947 Keller
1914 Keller Kar
1903 Kellogg Steam
1922 Kelsey
1909 Kenmore
1915 Kennedy
1903 Kensington Steam
1916 Kent
1920 Kenworthy
1908 Kermath
Kermet
1914 Kerns
1900 Kerosene Motor
Surrey
1921 Kessler
1900 Keystone
1909 Keystone Steam
1907 Kibilinger
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1913 Kinnear
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klink
1900 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1906 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kunz
1921 Kurtz

—L—

1900 Laconia
1914 Lad's Car
1920 Lafayette
1934 Lafayette
1920 LaMarne
1904 Lambert
Lamphen
1899 Lancamobile
Lancia Delambda
1899 Lane Steam
1909 Lanpher
1900 Lansden Electric
1905 La Petite
1900 Larchmont Steam
1910 Larson
1927 LaSalle
1906 LaSalle-Niagara
Laughlin
1916 Laurel
1907 Lauth Juergens
1902 Law
1909 Lawter
1922 L. & E.
1914 L.C.E.
1899 Leach
1920 Leach Biltwell
1911 Leader
1906 Lebanon
1908 Lehr
1909 Lende
Lennon
1911 Lenox
1923 Leon Rubay
1916 Lescina
1901 Lewis
1909 Lexington
1916 Liberty
Liberty Brush
1915 Lima
Limited
1909 LINCOLN*
1936 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisiana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight

—M—

1906 Maccar
1903 Mackie-Thompson
1917 Macomber
Macon
1915 Madison
1922 Magic
Magnolia
1904 Mahoning
1916 Maibohm
Majestic
Malbomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexall
1905 Manhattan
1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marelock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Media
1904 Melselbach
Melbourne
1923 Mel Special
1908 Menard
Menges
1909 Mercer
Merchant
1904 Mercury
1939 MERCURY*
1920 Merit
1905 Merkel
1914 Merz
1901 Messerer
Metcar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Misson
1903 Mitchell
Mitchell-Lewis
1899 Mobile Steam
1903 Model
1907 Modern
1911 Modoc
1900 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyes
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1913 Multiplex
1906 Muncie
1950 Muntz
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual

—N—

1912 Nance
1917 Napoleon
1917 NASH*
1903 National
1900 National Electric
1920 National Sextet
1907 Neilson
1917 Nelson
1903 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1912 Nyberg

—O—

1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1934 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overholt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoeneck
1908 Owen Thomas
1905 Oxford

—P—

1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1909 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1913 Partin-Palmer
Pastoria
1911 Pathfinder
1920 Patriot-Revere
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Pennsy
1907 Pennsylvania
Penn-Thirty
1901 People's
1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Phianna
1911 Phipps Electric
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce-Arrow
1899 Pierce Motorette
Pierce-Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod
1911 Pilot
1909 Pioneer
1901 Pisorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1910 Plymouth
1928 PLYMOUTH*
1914 Pneumobile
Polo
1902 Pomeroy
1916 Ponder
1906 Pontiac
1926 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter Steam
1922 Port Huron
1914 Portland
Poss
1907 Postal
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1920 Premocar
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid

—Q—

1902 Queen
1900 Quick
1904 Quinlan

—R—

1905 Rae Electric
1914 Railsbach
1904 Rainier
Raico
1920 Raleigh
1900 Rambler
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1908 Reeves
1908 Regal
1903 Regas
1903 Reid
1902 Reinertzen
1908 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Reya
1908 Rhodes
1914 Richard
1922 Richelieu
1908 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1922 Riess-Royal
1899 Rigs-That-Run
1898 Riker
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riveria
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche 8-V
1901 Rochester Steam
1902 Rockaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Rutenberg
1929 Ruxton

—S—

1914 Saginaw
1909 St. Joe
1899 St. Louis
1896 Salisbury
1909 Salter
1914 Salvador
1904 Sampson
1913 S. & M.
1903 Sandusky
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1935 Scarab

(Continued on Page 101)

Roster

(Continued from Page 100)

1904 Schacht
Schlosser
1907 Schnader
1913 Schram
1901 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1901 Seagrave
1900 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentina
1921 Serritile
Seven Little Buffaloes
1920 Severin
1915 S. G. Gay
1910 S.G.V.
1917 Shad-Wyck
1902 Shain
1906 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1902 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1912 Silent
1906 Silent Knight
Silver Knight
1920 Simms Light Four
1893 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1903 Sintz
1915 S.J.B.
1920 Skelton
1900 Skene
1913 S. & M.
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1900 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1905 Stammobile
Steam
1902 Standard
1914 Standard
Electrique
1900 Standard Steam
1912 Stanley
1896 Stanley Steam
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1900 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1909 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney
Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storch Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1912 STUDEBAKER*
1902 Studebaker
Electric
1905 Studebaker-Garford
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
Summit
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt
Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-Dubrie
1932 Terraplane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Thorobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1903 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit
Steam
1924 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1947 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
1902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1900 U. S. Long-Distance

—V—

Valey
1909 Van
1907 Vandegraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1903 V.E.C. Electric
1900 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1913 Vulcan

—W—

1915 Waco
1913 Wazenhals
1914 Wahl
Walden
1909 Waldron
1905 Walker Electric
1901 Walls
1906 Walter
1920 Waltham
1900 Waltham-Orient
1903 Walther
1905 Walworth
1914 Ward Electric
1919 Ward La France
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1920 Wasp
1904 Waterloo
Waterous
1910 Watt
1908 Waukeshaw
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henriette
1921 Wharton
1926 Whippet
1909 White
1906 White Hickory
White Star
1901 White Steam
1905 Whiting
1903 Whitney Steam
1902 Wick
Wiedley-Entz
Magnetic
Wileo Six
1907 Wilcox
1902 Wildman
1905 Willard
1907 Williams Electric
1921 Wills Ste. Claire
1930 WILLYS*
1940 Willys-American
1908 Willys-Overland
1913 Willys-Knight
1903 Wilson
1929 Windsor
Windsor-White
1922 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wizard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1902 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1903 Zentmobile
1908 Zimmerman
1913 Zip
1908 Zust

Accident Statistics for 1951

Types of Accidents Resulting in Deaths and Injuries

	Persons Killed	Per-cent	Persons Injured	Per-cent
COLLISION WITH:				
Pedestrian	9,470	25.5	290,660	14.8
Automobile	14,600	39.4	1,261,960	64.3
Horse-drawn Vehicle	40	.1	1,960	.1
Railroad Train	1,530	4.1	7,840	.4
Street Car	40	.1	3,920	.2
Other Vehicle	160	.4	7,840	.4
Fixed Object	3,230	8.7	123,640	6.3
Bicycle	480	1.3	43,000	2.2
Non-Collision	7,510	20.3	215,900	11.0
Miscellaneous	40	.1	5,880	.3
TOTAL	37,100	100.0	1,962,600	100.0

Source: The Travelers

Actions of Drivers Resulting in Deaths and Injuries

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding speed limit	13,730	49.2	570,080	39.1
On wrong side of road	5,100	18.3	142,880	9.8
Did not have right-of-way	2,570	9.2	364,500	25.0
Cutting in	190	.7	43,740	3.0
Passing standing street car	30	.1	1,450	.1
Passing on curve or hill	310	1.1	5,800	.4
Passing on wrong side	670	2.4	24,790	1.7
Failed to signal and improper signaling	470	1.7	77,270	5.3
Car ran away—no driver	30	.1	2,900	.2
Drove off roadway	1,450	5.2	52,490	3.6
Reckless driving	2,960	10.6	137,050	9.4
Miscellaneous	390	1.4	35,050	2.4
TOTAL	27,900	100.0	1,458,000	100.0

Source: The Travelers

Actions of Pedestrians Resulting in Deaths and Injuries

	Pedestrians Killed	Per-cent	Pedestrians Injured	Per-cent
Crossing at intersection:				
With signal	310	3.3	27,030	9.3
Against signal	610	6.4	26,450	9.1
No signal	1,200	12.7	37,210	12.8
Diagonally	170	1.8	3,780	1.3
Crossing between intersections	3,530	37.3	70,920	24.4
Waiting for or getting on or off street car			290	.1
Standing on safety isle	10	.1	580	.2
Getting on or off other vehicle	110	1.2	6,690	2.3
Children playing in street	690	7.3	53,480	18.4
At work on road	330	3.5	9,300	3.2
Riding or hitching on vehicle	30	.3	1,740	.6
Coming from behind parked car	570	6.0	31,100	10.7
Walking on rural highway	1,360	14.3	7,850	2.7
Not on roadway	350	3.7	13,370	4.6
Miscellaneous	200	2.1	870	.3
TOTAL	9,470	100.0	290,660	100.0

Source: The Travelers

Persons Killed — By Age Groups

	Ages 0-4	Per-cent	Ages 5-14	Per-cent	Ages 15-64	Per-cent	Ages 65 & Over	Per-cent
COLLISION WITH:								
Pedestrian	460	36.5	960	44.4	5,650	19.8	2,400	47.2
Automobile	440	34.9	500	23.1	12,020	42.0	1,640	32.2
Horse-drawn Vehicle					20	.1	20	.4
Railroad Train	30	2.4	30	1.4	1,290	4.5	180	3.5
Street Car			10	.5	20	.1	10	.2
Other Vehicles					150	.5	10	.2
Fixed Object	50	4.0	50	2.3	2,950	10.3	180	3.5
Bicycle	10	.8	330	15.3	110	.4	30	.6
Non-Collision	270	21.4	280	13.0	6,360	22.2	600	11.8
Miscellaneous					20	.1	20	.4
TOTAL	1,260	100.0	2,160	100.0	28,590	100.0	5,090	100.0

Source: The Travelers

Age Groups of Drivers in Accidents

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 years	1,550	3.4	45,780	2.3
18 to 24 years	9,920	21.8	370,230	18.6
25 to 64 years	31,980	70.3	1,526,720	76.7
65 and over	2,050	4.5	47,770	2.4
TOTAL	45,500	100.0	1,990,500	100.0

Source: The Travelers

Operating Experience of Drivers in Accidents

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less than 3 months	320	.7	19,910	1.0
3 to 6 months	90	.2	13,930	.7
6 to 12 months	360	.8	27,860	1.4
1 year or more	44,730	98.3	1,928,800	96.9
TOTAL	45,500	100.0	1,990,500	100.0

Source: The Travelers

Road Conditions Prevailing in Accidents

	Fatal Accidents	Per-cent	Non-Fatal Accidents	Per-cent
Dry	24,390	76.0	866,150	68.4
Wet	6,100	19.0	286,180	22.6
Snowy	420	1.3	37,990	3.0
Icy	1,190	3.7	75,980	6.0
TOTAL	32,100	100.0	1,266,300	100.0

Source: The Travelers

Direction of Travel of Cars Involved in Accidents

	Persons Killed	Per-cent	Persons Injured	Per-cent
Going straight	29,860	80.5	1,314,940	67.0
Turning right	520	1.4	41,220	2.1
Turning left	1,710	4.6	125,610	6.4
Backing	370	1.0	39,250	2.0
Skidding	2,110	5.7	68,690	3.5
Car parked or standing still	1,530	4.1	111,870	5.7
Slowing down or stopping	480	1.3	227,660	11.6
Miscellaneous	520	1.4	33,360	1.7
TOTAL	37,100	100.0	1,962,600	100.0

Source: The Travelers

Road Location of Accidents

	Persons Killed	Per-cent	Persons Injured	Per-cent
Between intersections	6,450	17.4	485,700	24.7
Rural intersections	2,780	7.5	137,380	7.0
Highway	14,010	37.8	446,550	22.8
Driveway	40	.1	1,960	.1
Curve	7,160	19.3	200,190	10.2
Street intersections	4,600	12.4	649,620	33.1
Railroad crossing	1,530	4.1	7,840	.4
Bridge	530	1.4	33,360	1.7
TOTAL	37,100	100.0	1,962,600	100.0

Source: The Travelers

Conditions of Motor Vehicles Involved in Fatal and Non-Fatal Accidents

	Vehicles in Fatal Accidents	Per-cent	Vehicles in Non-Fatal Accidents	Per-cent
In apparently good condition	43,420	94.5	1,979,540	97.5
Brakes defective	780	1.7	22,340	1.1
Steering mechanism defective	190	.4	4,060	.2
Glaring lights				
1 or 2 headlights out	460	1.0	6,090	.3
Taillight out or obscured	140	.3	2,030	.1
Other defects in equipment	640	1.4	10,150	.5
Puncture or blowout	320	.7	6,090	.3
TOTAL	45,950	100.0	2,030,300	100.0

Source: The Travelers

Average Mileage
(Passenger Cars)

Year Model	Average Car Mileage
1950	5,697
1949	15,135
1948	25,956
1947	36,209
1946	41,285
All Pre-War Cars	79,384
All Cars	47,904

Source: Crowell-Collier Pub. Co.

Canadian Vehicle Production
By Months, 1948-1950

	1948	1949	1950
January	16,715	13,863	28,527
February	16,382	17,197	30,137
March	27,112	25,566	30,051
April	24,243	26,685	26,386
May	21,368	26,708	35,281
June	23,362	30,096	41,383
July	15,106	25,383	40,131
August	16,959	20,475	24,272
September	23,775	30,894	38,035
October	25,057	28,125	35,573
November	26,794	19,721	30,322
December	27,305	25,921	30,738
Total	264,178	290,634	390,836

Source: Canadian Automobile Chamber of Commerce

Accident Rates of Motor Transportation Fleets

TYPE OF FLEET	July 1, 1950 to June 30, 1951: Fleets	Vehicles	Vehicle Miles (Thousands)	Accidents	Acc. Rate	Three Years 1948-'51 Accident Rate
ALL FLEETS	2,007	387,454	3,331,300	83,052	2.49	2.57
ALL TRUCKS	1,559	340,080	2,268,992	47,371	2.09	2.46
Intercity-Truck-Common Carrier	124	9,722	449,578	5,930	1.32	1.20
Intercity-Truck-Private Carrier	60	1,778	43,495	546	1.26	.71
Intercity-Truck-Government	19	8,597	68,048	210	.31	.33
City-Truck-Common Carrier	71	5,999	61,211	5,768	9.42	15.32
City-Truck-Private Carrier	332	7,549	110,087	3,152	2.86	2.17
City-Truck-Contract Carrier	74	1,653	21,493	995	4.63	5.59
City-Truck-Government	38	5,453	46,142	1,251	2.71	2.16
Bakeries	118	6,764	112,401	2,368	2.11	2.09
Beverages	26	707	4,738	353	7.45	5.99
Coal & Ice	28	908	9,948	359	3.61	3.47
Ice Cream & Dairy Products	81	3,856	65,350	1,240	1.90	2.01
Fluid Milk	136	12,807	118,857	3,925	3.30	3.39
Meat Packing	96	3,671	80,771	2,782	3.44	4.07
Petroleum-Intercity-Truck	56	5,360	135,591	1,873	1.38	1.21
Petroleum-City-Truck	75	5,647	91,147	1,925	2.11	1.92
Petroleum Companies	41	3,577	47,037	336	.71	.76
Public Utilities	150	28,375	266,747	6,678	2.50	2.49
Truckaway	45	6,752	441,802	5,988	1.36	1.27
Driveaway	29	221,816	94,549	1,692	1.79	1.78
ALL BUSES & TAXICABS	104	11,803	544,340	29,621	5.44	4.50
Intercity-Bus	34	2,851	224,886	3,557	1.58	1.34
City-Suburban-Bus	13	726	32,383	1,349	4.17	3.61
City-Bus	47	7,987	272,947	24,133	8.84	8.28
Taxicabs	10	239	14,124	582	4.12	3.67
ALL PASSENGER CARS	304	35,571	517,968	6,060	1.17	1.13
Passenger Cars-Eastern	160	20,053	278,180	3,850	1.38	1.34
Passenger Cars-Western	144	15,518	239,788	2,210	.92	.89

Source: National Safety Council.

General Motors

Unit Sales of Cars and Trucks

Sales to Dealers and Overseas Shipments

Postwar

Sales of Autos Produced in the U. S.:

PASSENGER CARS	1951	1950	1949	1948	1947	1946
Buick	405,880	554,326	397,978	273,845	268,798	153,733
Cadillac	104,601	109,515	82,043	65,714	59,652	27,993
Chevrolet	1,124,846	1,517,609	1,106,051	775,199	699,868	393,109
Oldsmobile	286,452	397,884	282,734	193,853	192,684	112,680
Pontiac	345,234	467,259	333,398	254,684	221,747	129,700
TOTAL pass. cars	2,267,013	3,046,593	2,202,204	1,563,295	1,442,749	817,215
TRUCKS AND COACHES						
Chevrolet	431,010	492,002	381,591	391,141	337,241	269,843
GMC	129,644	112,557	86,677	97,306	65,895	36,393
Other	1,823	2,206	2,422	.....	.....	.....
TOTAL trucks and coaches	562,477	606,765	470,690	488,447	403,136	306,236
Sales of Cars and Trucks Produced in:						
U. S. Plants	2,829,490	3,653,358	2,672,894	2,051,742	1,845,885	1,123,451
Canadian Plants	186,996	158,805	91,503	94,563	85,033	51,997
TOTAL U. S. and Canada	3,016,486	3,812,163	2,764,397	2,146,305	1,930,918	1,175,448
Overseas Mfg. Plants	180,648	180,135	131,951	74,688	61,453	53,586
TOTAL SALES all sources	3,197,134	3,992,298	2,896,348	2,220,993	1,992,371	1,229,034

Prewar

Sales of Autos Produced in the U. S.:

PASSENGER CARS	1941	1940	1939	1938	1937
Buick	317,986	310,823	230,088	175,369	225,936
Cadillac	60,037	40,206	38,390	28,297	44,724
Chevrolet	934,282	892,109	647,099	489,653	867,734
Oldsmobile	231,788	213,907	158,005	94,225	211,715
Pontiac	283,885	249,380	169,320	99,211	231,615
TOTAL passenger cars	1,827,978	1,706,425	1,242,902	886,755	1,581,724
TRUCKS AND COACHES					
Chevrolet	321,826	243,717	244,473	166,118	264,897
GMC	.....	.....	.....	.....	.....
Other	.....	.....	.....	.....	.....
TOTAL trucks and coaches	321,826	243,717	244,473	166,118	164,897
Sales of Cars and Trucks Produced in:					
United States Plants	2,149,804	1,950,142	1,487,375	1,052,873	1,846,621
Canadian Plants	107,214	75,071	55,170	56,028	81,212
TOTAL U. S. and Canada	2,257,018	2,025,213	1,542,545	1,108,901	1,927,833
Overseas Manufacturing Plants	43,010	55,353	184,310	199,742	188,116
TOTAL SALES from all sources	2,300,028	2,080,566	1,726,855	1,308,643	2,115,949

NOTES: Sales from all sources for the intervening years omitted from the table above were as follows: 308,044 units in 1945; 317,032 units in 1944; 194,144 units in 1943; and 348,806 units in 1942.

GMC includes sales of GMC Truck & Coach Division beginning October 1, 1943. Sales by its predecessor, Yellow Truck & Coach Mfg. Co., were as follows: first nine months of 1943—107,785; 1942—151,070; 1941—112,591; 1940—61,352; 1939—44,571; 1938—24,963; and 1937—57,816.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Average Price Chrysler	Yield on Average Price GM
Current	74	53½	9.9*	10.7*	8.1*	7.5*
1951	82 -65	54 -46	9.9 - 7.9	9.6 - 8.2	10.2	8.0
1950	84 -62	55 -34	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 -44	36 -26	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 -51	33 -25	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	67 -43	33 -26	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 -37	40 -24	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 -21	24 -17	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 -26	28 -18½	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 -26	28½-18	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 -17	27 -12½	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 -23	35 -14	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 -42	38½-27	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 -15	29½-13	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	12 - 3¾	deficit	deficit	7.5	7.8
1929	67 -13	42 -16½	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated Chrysler 1952 earnings of $7.50; estimated General Motors 1952 earnings of $5.00. Indicated 1952 dividend rates, Chrysler $6.00; General Motors $4.00.

Source: Ralph W. H. Geer, Argus Research Corp.

The Current Financial Position Of Automotive Companies

Car, Truck and Trailer Manufacturers

COMPANY	1951 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1951	NET SALES 1950	NET PROFIT 1951	NET PROFIT 1950	DIVIDEND PAYMENTS 1951	DIVIDEND PAYMENTS 1950
Autocar	4.0 to 1	554,872	34,843	28,111	1,269,797	491,359	—	—
Chrysler	2.5 to 1	8,692,782	2,466,678	2,190,693	71,973,469	127,876,791	7.50	9.75
Diamond T	2.6 to 1	421,000		27,089		328,981	0.75	1.00
Divco Corp.	3.2 to 1	450,000	11,174	9,853	695,079	1,047,737	1.40	1.60
Federal Motor Truck	1.6 to 1	492,000				1,113,594	—	—
Ford Motor of Canada	2.8 to 1	1,589,000					3.50	3.00
Fruehauf Trailer	1.9 to 1	1,459,147	156,162	127,683	6,210,108	8,620,035	2.00	2.00
General Motors	2.8 to 1	87,548,367	7,465,555	7,531,086	506,199,560	834,044,039	4.00	6.00
Hudson	2.5 to 1	1,906,573	186,051	267,220	(1,125,210)	12,002,274	1.00	2.50
Mack Trucks	1.9 to 1	1,494,668	149,756	123,363	2,347,152	1,387,697	1.57	0.93
Nash-Kelvinator	2.7 to 1	4,341,109	401,148	427,203	16,220,173	30,536,326	2.00	2.85
Packard	3.0 to 1	14,891,340	179,551	174,415	5,594,060	5,162,348	0.30	—
Reo Motors	2.2 to 1	492,355	112,756	55,663	2,422,394	2,142,309	1.00	—
Sterling Motor Truck				7,275		49,145	—	0.10
Studebaker	2.3 to 1	2,355,458	503,309	477,046	12,623,130	22,506,829	3.00	3.35
Trailmobile (Wealdon Co.)		187,933		52,049	13,668	3,282,638	—	0.50
Twin Coach	1.4 to 1	472,500	39,476	15,612	1,104,376	364,817	3.00	—
White Motor	2.9 to 1	744,422	150,010	102,652	4,340,361	4,222,414	0.62½ (& 4% stk.)	1.60
Willys-Overland	2.8 to 1	2,767,569	219,861	107,886	4,585,566	1,605,517	1.47	0.37

Tire and Rubber Companies

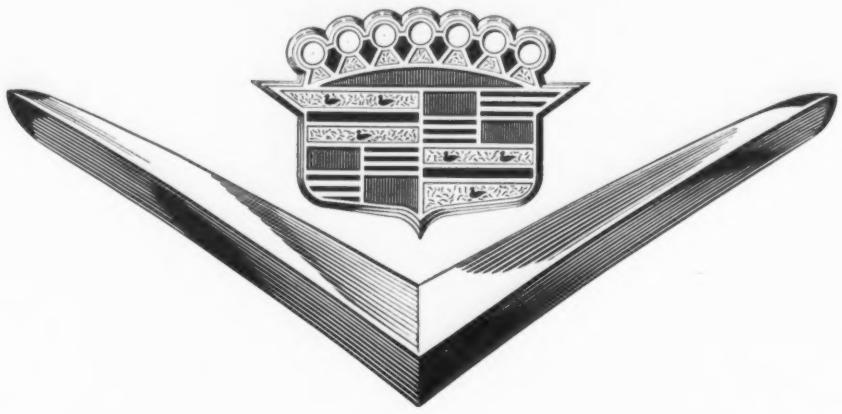
COMPANY	1951 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1951	NET SALES 1950	NET PROFIT 1951	NET PROFIT 1950	DIVIDEND PAYMENTS 1951	DIVIDEND PAYMENTS 1950
Firestone	2.7 to 1	3,903,868	975,766	690,571	48,398,950	33,267,561	6.00	5.00
General Tire	2.0 to 1	593,501	170,771	125,376	7,016,640	8,557,616	3.50	3.00
Goodrich	2.5 to 1	4,133,969	637,722	543,312	34,742,881	34,708,355	2.50	6.50
Goodyear Rubber	4.7 to 1	4,130,564	1,101,141	845,138	36,628,296	35,109,355	4.00	5.00
Lee Rubber	5.0 to 1	253,584	50,402	39,267	2,185,632	2,944,732	5.00	5.00
Mansfield Tire	1.8 to 1	183,422	66,832	47,401	2,107,4:4	2,525,487	4.00	2.00
Seiberling	2.7 to 1	301,010	43,681	38,321	1,216,574	2,315,560	1.00	—
U. S. Rubber	1.9 to 1	1,761,092	837,222	695,756	30,366,449	24,657,647	6.00	5.00

Parts, Accessories and Miscellaneous Suppliers

COMPANY	1951 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1951	NET SALES 1950	NET PROFIT 1951	NET PROFIT 1950	DIVIDEND PAYMENTS 1951	DIVIDEND PAYMENTS 1950
Ainsworth Mfg. Co.	2.5 to 1	413,862	22,148	23,192	338,392	663,988	1.00	1.00
Allen Industries	2.8 to 1	559,200	30,663	33,974	1,007,326	1,488,547	0.80	1.05
American Forging & Socket	3.7 to 1	231,400		5,331	280,164	620,201	0.62½	1.12
American Metal Products		859,920	27,981	30,757	2,177,442	2,969,942	1.50	1.90
Baldwin Rubber	3.6 to 1	393,689		16,103	1,224,327	1,445,941	1.05	1.30
Bendix Aviation	1.8 to 1	2,117,453	340,540	219,420	11,818,600	16,954,116	6.00	5.00
Bingham-Herbrand	1.7 to 1	319,476	14,469	14,426	1,281,241	1,194,586	1.55 (& 5% stk.)	1.50
Bohn Aluminum		352,418	47,694	39,840	1,436,078	1,778,398	1.75	1.25
Borg-Warner		2,336,757	369,166	330,924	21,219,389	29,027,224	3.50	7.00
Bower Roller Bearing	3.0 to 1	900,000		31,092	2,735,728	3,119,026	2.00	1.75
Briggs Manufacturing	1.8 to 1	1,948,000					3.50	3.50
Briggs & Stratton	2.8 to 1	594,298	38,494	27,040	2,937,238	2,677,442	2.75	2.75
Budd Company	1.9 to 1	3,545,967	317,664	290,409	10,882,613	18,425,800	1.45 (& 2% stk.)	1.50
Campbell, Wyant & Cannon	3.0 to 1	344,925	32,010	23,520	1,135,344	1,618,799	2.00	2.50
Clark Equipment	2.3 to 1	661,281	130,148	68,602	5,276,726	4,781,552	3.00 (& 25% stk.)	3.00
Cleveland Graphite	10 to 1	666,711	49,479	42,187	2,918,354	3,914,228	2.30	2.60
Continental Motors	1.5 to 1	3,300,000	166,678	96,404	4,469,063	3,611,245	0.50	0.40
Dana Corp.	1.8 to 1	2,500,000	171,819	118,786	11,134,589	12,863,160	2.25	4.00
Decker Mfg. Co.	2.5 to 1	281,385	1,227	2,220	130,268	300,119	0.20	0.45
Detroit Aluminum & Brass	1.9 to 1	453,600	6,084	4,373	468,679	516,966	0.50	0.50
Detroit Gasket & Mfg.	2.0 to 1	524,000		25,660		1,846,664	1.00	1.00
Doehler-Jarvis	3.2 to 1	1,067,642	85,862	83,307	5,211,605	6,718,571	2.50	2.50
Douglas & Lomason	3.1 to 1	303,000	15,264	15,781	1,002,313	1,442,941	1.75	1.75
Dunn Steel Products				1,438		213,446	—	0.60
Eaton Mfg. Co.	2.0 to 1	1,789,942	186,771	148,302	10,296,329	12,722,734	3.00	4.00
Electric Auto-Lite	2.5 to 1	1,494,855	292,720	245,389	11,162,093	16,670,495	3.00	3.75
Electric Storage Battery	3.9 to 1	114,311	91,734	91,734	3,684,978	4,564,827	2.50	2.50
Evans Products	2.3 to 1	244,190	21,478	20,042	703,525	1,277,248	0.25 (& 5% stk.)	0.50
Federal Mogul	4.6 to 1	559,192	36,122	25,695	2,915,153	3,133,920	2.50	2.20
Federal Screw Works	2.4 to 1	210,000			844,284	430,668	1.37½	1.25
Fuller Mfg. Co.							0.75	1.25
Gabriel Company	2.7 to 1	521,793	15,795	12,670	591,992	824,272	0.45	0.55
Gemmer Mfg. Co.	1.9 to 1	550,000	18,856	14,270	180,242	839,839	0.90 (& 100% stk.)	1.30
Gerity-Michigan	2.1 to 1	767,500	17,429	11,819	800,732	279,471	0.30	—
Hall Lamp Co.	5.0 to 1	314,928	7,475	8,812	(29,208)	304,828	0.09	0.97
Hastings Mfg. Co.	3.3 to 1	1,056,000				769,434	0.60	0.60
Hayes Industries	2.3 to 1	333,000	10,746	8,210	687,601	789,988	1.00	1.00
Hayes Mfg.	2.6 to 1	1,059,853	16,073	12,711	892,942	(134,583)	0.60	0.30
Hercules Motors	3.9 to 1	373,000				905,577	1.00	1.00
Hoover Ball & Bearing	3.2 to 1	174,000	6,907	6,190	435,569	493,265	1.75	1.75
Houdaille-Hershey	2.6 to 1	785,000	70,450	63,336	2,478,656	3,278,131	2.25	1.25
Hupp Corp.	3.0 to 1	1,995,220	13,419	5,602	542,455	537,137	—	—
Hurd Lock	3.2 to 1	200,000					0.30	—
Jacobs Co., F. L.	2.4 to 1	637,261	33,337	30,431	802,271	528,367	2.50	—
Kelsey-Hayes Wheel	2.1 to 1	328,244	104,205	85,591	5,317,871	5,499,925	2.50	3.00
Kent-Moore Organ		320,000			337,817	530,370	0.80	1.20
King-Seeley Corp.	2.5 to 1	466,690	37,503	28,766	2,051,861	2,788,686	2.50	2.80
Kingston Products	1.9 to 1	1,050,000	15,460	8,672	685,476	662,190	0.30	0.30
Kysor Heater Co.	3.9 to 1	191,000		1,574	181,470	155,969	0.50	0.35
Lakey Foundry	2.7 to 1	490,338	5,110	12,333	93,253	277,645	0.60	0.40
Lansing Stamping	3.0 to 1	300,000			85,459		0.25	0.20
McCord Corp.	3.3 to 1	383,956	36,275	29,989	1,974,455	2,367,426	2.50	2.50
McQuay-Norris	2.5 to 1	356,000	22,986	18,339	869,698	759,547	1.00	1.00
Masco Screw Products	2.6 to 1	367,000					0.25	0.20
Michigan Bumper	2.3 to 1	242,000					0.80	0.70
Michigan Steel Tube Prod.	5.5 to 1	200,000	5,635	7,360	241,216	641,389	0.60	0.90
Midland Steel Products	3.9 to 1	470,000		70,827		7,040,438	4.50	6.75
Monroe Auto Equipment	1.5 to 1	383,962	17,325	12,272	697,093	475,198	0.30	0.30
Motor Products	1.9 to 1	468,304	104,257	65,650	3,840,387	4,559,898	2.25	2.00
Motor Wheel	3.0 to 1	845,752	74,473	63,342	2,959,785	4,621,616	2.00	3.20
Murray Corp. of America	3.4 to 1	1,015,053	140,701	120,025	7,611,145	11,081,829	2.50	2.80
Muskegon Piston Ring		415,000					1.10	1.00
National Auto. Fibres	3.3 to 1	996,145	86,765	47,053	3,200,220	4,779,025	2.00	1.70
Peninsular Metal Products	1.6 to 1	348,000					0.20	0.05
Perfect Circle Co.							1.00	0.93
Pressed Metals of America	2.2 to 1	326,000		16,500	798,809	1,467,569	1.00 (& 10% stk.)	1.00
Raybestos-Manhattan	2.8 to 1	628,100	84,866	65,445	4,857,140	4,868,769	3.00	2.37
Reynolds Spring	2.4 to 1	282,725	12,433	14,759	222,208	716,365	0.90	0.50
Ryerson & Haynes	2.3 to 1	440,800	6,429	6,620	404,944	771,211	0.57½	0.82
Shaller Mfg. Co.	3.2 to 1	1,106,680	43,078	42,066	2,935,830	4,701,451	1.20	0.90
Smith Co., A. O.	5.0 to 1	1,000,000	211,807	176,618	7,003,847	7,457,415	1.70	1.60
Soss Mfg. Co.	3.3 to 1	234,000	4,029	4,295	355,960	497,274	1.12½	1.12
Standard Products	1.8 to 1	300,000	23,738	17,471	919,465	462,413	0.45	0.30
Standard Tube	1.6 to 1	498,280	11,849	8,233	636,782	538,363	0.10 (& 8% stk.)	0.30
Stewart-Warner	2.5 to 1	1,290,000		80,482	4,104,789	4,584,936	1.75	1.50
Timken-Detroit Axle	1.7 to 1	2,254,731	138,048	74,913	5,546,274	3,732,873	1.00	1.75
Timken Roller Bearing	2.9 to 1	2,421,380	188,656	144,055	14,068,109	15,402,720	3.00	3.50
Thermoid	2.2 to 1	801,000		28,608		1,927,895	0.90	0.60
Thompson Products	1.8 to 1	1,180,704	194,899	123,312	7,687,246	8,252,459	2.00	1.50
United Specialties	2.1 to 1	160,000	14,696	9,621	512,830	549,729	1.25	1.25
Universal Products	3.4 to 1	200,000	16,284	11,593	1,213,950	1,540,529	4.00	4.00
Vogt Mfg. Co.	6.0 to 1	190,000			392,669	555,029	1.80	1.90
Wayne Screw Products	2.9 to 1	400,000	1,959	1,319	115,450	67,077	0.14	0.12
Waukesha Motors	2.5 to 1	600,000	32,453	17,069	2,110,701	627,693	1.25	1.00
Woodall Industries	3.7 to 1	395,000	29,695	24,886	1,291,660	1,631,850	1.20	1.15
Young Spring & Wire	4.6 to 1	408,658	60,606	51,803	3,486,457	4,684,498	3.00	5.00

NOTE: Figures in parentheses denote loss.

(Compiled for Automotive News by First of Michigan Corp., investment bankers; members, Detroit and Midwest Stock Exchanges)



First Choice

On Every Count!

In a survey made during the biggest automobile show of 1952, Cadillac was voted the overwhelming favorite on every front. Cadillac was chosen the "best looking" among all makes by a margin of over five to one—and was selected the "best value" by over twice against its nearest competitor. This is only typical of the acclaim with which the Golden Anniversary Cadillac has been met in automobile shows all over the nation. Wherever it has appeared in open display with new models of other makes, this great motor car has literally "walked off with all the honors." This, of course, should come as no surprise to anyone who has driven the Golden Anniversary Cadillac—or to anyone who has had a recent opportunity to study the reactions of motorists in the showrooms of Cadillac dealers. But it does serve as a dramatic demonstration of the vast public opinion which has given the Cadillac franchise its unique position in the world of automotive commerce today.

Cadillac

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

For Automotive Industry . . .

1951 a Year of Many Problems

(Continued from Page 7)

production would be made . . . Dealers' stocks average 9.2 as of Jan. 1.

* * *

February

Dealers angered, stir in confusion in wake of government's action in freezing prices and wages . . . New-car sales spurt to record-breaking heights, but number of franchised dealers increases only slightly over previous year . . . Dealers start to get chromeless cars from makers.

Plan for 20 percent auto tax stirs flood of protests . . . Rail strike continues to cripple auto industry's flow of supplies . . . U. S. gets ready to cut tire lines . . . DPA-NPA ponders 40 percent cut in civilian production of autos instead of planned 25 or 30 percent.

Millionth vehicle produced in 1951 . . . NADA and the National Automobile Dealers Used Car Guide Co. sued for $450,000 by Red Book . . . Hoodlums' industry ties aired in Detroit . . . New-car stocks climb to average of 9.8 units per dealer.

Three million cars seen in first half; auto steel cut 20 percent in quarter . . . UAW demands escalator wage contracts be saved . . . Auto makers speed production in attempt to build as many vehicles as possible before more stringent material regulations take effect Apr. 1.

* * *

March

March 1 marked the expiration date of the price freeze imposed upon the nation's auto manufacturers; the new rule granted makers a 3½ percent hike in wholesale prices . . . Fred M. Zeder, noted Chrysler engineer, dies at 64 . . . New-car pricing setup may be extended to all U. S. producers.

NADA battling OPS cut in dealer discounts; plea made to Congress . . . Lincoln wins grand Sweepstakes honors in 1951 Mobilgas Economy run to Grand Canyon . . . Coast dealers complain that they can't get enough cars.

Industry opens fight in Congress against 20 percent auto excise increase . . . UAW sues Briggs Body on scrap deal; union, in turn, accused by Midland Steel.

Auto production record certain in first quarter . . . Gain seen in excise tax fight; no Regulation W change due . . . Despite an expected spring upsurge, car sales are slipping a little. New-car stocks average 9.5 units per dealer.

* * *

April

Auto makers begin shipping new cars without spare tire as government cuts their allotment 25 percent . . . Cadillac shatters all speed records for plant reconversion jobs of its type, begins delivery of a new light tank to the Army . . . Output mark set; two millionth unit in 1951 produced . . . Car exports set postwar record . . . Harry Ferguson suit against Ford begins in New York.

Tire firms ask added rubber to avert crisis . . . Clarification due on spare-tire ban . . . Definite program urged for parts . . . UAW President Reuther spurns no-strike pledge.

Spare-tire ban stirs up flood of protest . . . Control deadlines near; battle expected on Regulation W . . . NADA spurs auto-essentiality drive . . . Auto makers divided over effects of CMP on new-car output.

Lack of metals slows production of automatic transmissions . . . Car output quotas slated for study at May NPA parley . . . Essential rating linked to jobs; U. S. seen prepared to move if mass layoffs threaten.

Hudson, K-F cut production 50 percent from peak 1951 levels . . . Engine parts shortage denied by industry . . . Used-car market up slightly in some areas . . . New-car stocks soar to a 14-month high of 12.9 units per dealer.

* * *

May

Sales lag rekindles fight against Regulation W . . . Ceiling changes on used cars seen distant . . . Auto makers present a "united front" in rejecting a government proposal to establish a quota system for car production . . . OPS sets procedure for figuring out spare-tire deduction.

New-car stocks cut by heavy trading; used cars piling up . . . Three millionth vehicle rolls . . . OPS plans to set specific used-car lids, dealers report . . . Limited increase seen on parts of trucks, parts . . . Battle on Regulation W mounts.

Announcement is made of 65 percent cut in steel for production of autos . . . 10 percent car excise tax fought; truck hike also weighed . . . FRB rebuffs pleas to ease credit curbs . . . New-car stocks ease to 10.5 units per dealer.

Attack on Regulation W widens as layoffs stir UAW . . . Car makers' profits dip 26 to 60 percent . . . Additional layoffs threatened; labor costs up again . . . NPA seeking to accent output of lighter cars . . . Shortage of metals feared in replacement parts . . . Used-car dealers ask OPS to broaden representation . . . Hudson closes for two weeks, blames Regulation W for sales slump.

* * *

June

Dealers' hopes for relaxation of Regulation W rise, following an allout attack on credit restrictions before the House Banking committee . . . NPA announces plan to hold new-car output to 1,200,000 units in the third quarter.

First increase in prices for an individual maker is granted by OPS to Chrysler on its V-8 models . . . Car makers criticize "inadequate" ceiling prices . . . Drive against Regulation W and higher excise taxes reaches peak.

First strike against a major auto producer in a year threatened at Hudson over production rates . . . Stiff credit terms and high taxes in Canada force auto makers to cut production and close plants temporarily . . . Car stocks average 10.2 units per dealer.

* * *

July

Production cutbacks and layoffs, caused by NPA restrictions, idle 66,000 workers at Chrysler, Ford, Nash and Studebaker . . . OPS agrees to permit dealers their full discounts on price increases for new trucks and new models of passenger cars . . . Nash adds "hardtop" to Rambler line.

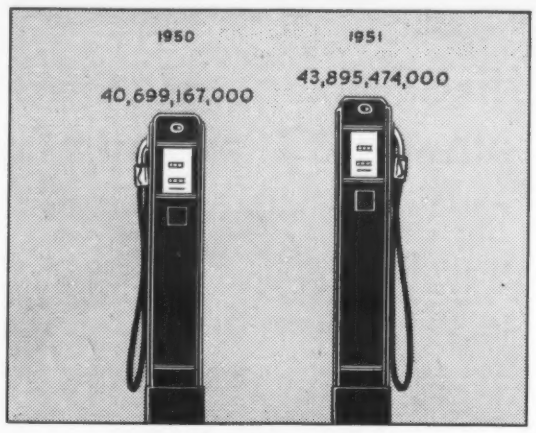
May vehicle exports highest of any month since December, 1937 . . . K-F confirms rumors that it is considering letting a large chain store organization sell Henry Js in areas where the chain has service facilities.

K-F begins machining operations on parts for C-119 cargo airplanes . . . Manly Fleischmann, head of NPA, named DPA chief . . . After six full years of postwar operation, statistics show new-car production for the period amounted to 24,568,000 units and sales totaled 22,500,000.

Daily production drops to lowest level of the year . . . FRB again rebuffs efforts of congressmen to relax Regulation W terms . . . K-F wins $2,588,979 judgment against Cleveland banking firm of Otis & Co. for breach of contract in connection with K-F stock issue . . . New-car stocks average 10 per dealer.

Rising layoff rate prompts UAW to blast government restrictions on usage of materials by vehicle makers . . . E. L. Cleary of Chicago elected president of ATAM at Detroit meeting . . . NPA authorizes auto makers to put spare tire back on new cars . . . *Automotive News* survey shows few dealer failures despite softness of car sales . . . A $9,000,000 libel suit against *Readers Digest*, brought by Preston Tucker, is dimissed by U. S.

(Continued on Page 106)



Gasoline Consumption

the cars you show that are upholstered in genuine leather are entitled to carry this tag that is beyond price

It is the tag of the genuine . . . for Genuine Leather is the one and only upholstery material derived from natural, living sources.

It is the tag of luxury . . . for Genuine Leather has the feel of luxury . . . the look of luxury . . . is luxury itself. Genuine Leather is the one "accessory" that adds nothing to your selling costs. Its fashion-right colors . . . its interesting textures . . . sell at sight.

It is the tag of service and satisfaction . . . for Genuine Leather . . . with normal wear and simple care actually improves in appearance with age and use.

It is the tag of preference . . . for Genuine Leather is the choice of consumers (in a nation-wide survey) of 5 to 1 for the upholstery of convertibles and hard-tops . . . preferred by 13% of all those interviewed for the upholstery or trim of closed models.

You are in step with the trend to genuine value in selling Genuine Leather upholstery in the new cars your customers order . . . in cars your customers wish refurbished and reupholstered. Our advertising . . . in House & Garden, House Beautiful, Town & Country, Holiday, and DAC News . . . supports your own selling to your better customers and prospects . . . and the services of our Group are yours to command for samples of the smart, new colors in Genuine Leather and in seeking sources of supply.

THE UPHOLSTERY LEATHER GROUP · TANNERS' COUNCIL OF AMERICA

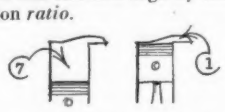
100 GOLD STREET · NEW YORK 38, N.Y.

American Leather Manufacturing Co., Newark, N. J.
The Ashtabula Hide & Leather Co., Ashtabula, Ohio
Blanchard Bro. & Lane, Newark, N. J.
Eagle-Ottawa Leather Co., Grand Haven, Michigan
Garden State Tanning Inc., Pine Grove, Pa.
The Lackawanna Leather Co., Hackettstown, N. J.
Radel Leather Manufacturing Co., Newark, N. J.

IN A CAR Value is a lot of things

For example . . .

Value is a high-compression engine . . . you can tell how high by the compression *ratio*.



A compression ratio of 7.0 to 1, for instance, is considered high. The 7.0 to 1 means that the fuel-air mixture is compressed to one-seventh of its volume before it's ignited. High compression "squeezes" top performance from every drop of gasoline.

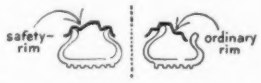
Value is high horsepower (HP.) too. *One* horsepower is the amount of power that would lift a 550-lb. weight at the rate of one foot per second. Plymouth has a 97-horsepower engine with a 7.0 to 1 compression ratio.

Value is also the way power is exerted. Combustion in the cylinder head should take place evenly and smoothly. The 1952 Plymouth has an engine head design that adds new smoothness.

Value is a starter that doesn't "kick out" at the first engine response, but follows through for a moment to give extra assurance of fast starts in all weather.

Value is the *electric* windshield wiper. Unlike the vacuum type, the electric doesn't slow down when you're climbing a hill or accelerating.

Value is the extra control of *two*, instead of one, hydraulic cylinders in the front brakes, where accurate, even action is important on a quick stop. It's also Cyclebond brake linings that outwear riveted types.



Value is a Safety-Rim Wheel that protects you in case of a blowout by holding the deflated tire firmly on the rim while you slow to a safe stop.

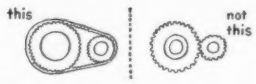
Value is the Oriflow shock absorber that gives nearly three times the cushioning power of the ordinary type.

Value is a chair-height seat that lets you sit up naturally, with legs and back fully supported, both in front and rear seats.

Value is small but thoughtful details like a window regulator that raises or lowers your window easily in *two* turns, not four, or five, or six.

Value is a counterbalanced trunk lid that lifts at a finger-touch and stays up without bothersome side supports. And a counterbalanced hood too.

Value is the extra durability of special, super-hard exhaust valve seat inserts. They postpone the need for valve grinding for thousands of miles.



Value is a chain drive instead of a direct-gear drive for the camshaft. The chain spreads the contact over many teeth, instead of just a few, and keeps wear to a minimum so the drive stays quiet.

Value is an oil intake that floats just below the surface of oil in the crankcase, avoiding any sediment on the bottom, drawing in only the clean oil that means long engine life.

Value is good *service*, too. Service ought to be (1) available everywhere and (2) in step with latest engineering advancements. With over 10,500 Plymouth dealers—more than for any other make—you'll find Plymouth service in every community. Over 70,000 Plymouth servicemen are members of the Master Technicians Service Conference.

• • • We've covered just a very few of the things that contribute to car value. Wouldn't it be a good idea, before you spend your money, to see which car gives you the biggest package, for the money, of features like these?

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan.

PLYMOUTH

Equipment and trim are subject to availability of materials

For Automotive Industry . . .

1951 a Year of Many Problems

(Continued from Page 104)

circuit court in Concord, N. H. . . . GM shows Le Sabre, experimental "dream car," to press . . . Drastic measures to control "irresponsible" wildcat strikes invoked by UAW.

* * *

August

New Defense Production Act extends payoff period of Regulation W from 15 to 18 months . . . Higher new-car prices expected as result of Capehart amendment to Defense Production Act . . . Hearing uncovers "irregularities" in awarding of defense contracts by Detroit Ordnance Tank-Automotive Center; Brig. Gen. David J. Crawford replaced as commander.

Passenger car makers notified their production will come under the government's Controlled Materials Plan starting Oct. 1 . . . First-half new-car sales total 2,808,586, against 2,829,952 in '50 . . . Big Three's share rises to 87.32 percent, against 85.76 in previous year . . . Chrysler introduces new Saratoga models . . . GM produces 3,000,000th Hydra-Matic transmission.

Harry E. Humphreys jr., elected board chairman of U. S. Rubber, succeeding retiring Herbert E. Smith . . . Leroy G. Peed, former DeSoto sales vice-president, dies . . . George Russell succeeds retired Meyer L. Prentis as GM treasurer . . . Machine tool jam hampering defense conversion effort.

All car makers seek permission to boost prices an average of 9 to 10 percent . . . Average new-car stocks drop to two-year low of 8.7 units per dealer . . . NADA survey shows dealers want contracts changed to bring about continuing agreements, exclusion of clauses permitting cancellation without cause and provision for possible inheritance of a dealership by the dealer's heirs . . . Hudson settles long-standing dispute with UAW over "speedup" charges.

Howard P. Grove named sales vice-president of Willys, succeeding Lyman W. Slack, resigned . . . Chevrolet boosts truck prices an average of 3 percent . . . Briggs gets contract to build major subassemblies for B-52 airplanes . . . Willys confirms reports that it is planning to produce a conventional light car.

* * *

September

Hudson gets contract to build parts for B-57 airplanes . . . Charles F. Kettering, GM research wizard, feted on 75th birthday at Dayton . . . Auto workers given cent-an-hour pay boost as the government's cost-of-living index hits an all-time high . . . Hudson introduces Hollywood, a hardtop, to line.

W. C. Newberg named president of Dodge; E. C. Quinn appointed vice-president and general manager of Chrysler division; L. J. Purdy named Dodge Truck general manager; E. C. Dock appointed Dodge sales manager.

Survey reveals accessories becoming harder to sell . . . New-car sales in July lowest in 18 months . . . Dealers stocks slip to average of 8.4 per dealer . . . NPA order limits number of cars that can be equipped with automatic transmissions effective Oct. 1 . . . DeSoto dealer council formed.

Prices boosted by Big Three, Studebaker, Nash and Willys . . . Ford calls hikes inadequate . . . 1913 Stanley Steamer wins Chicago-New York race with 1911 Stoddard-Dayton gasoline car . . . Bureau of Public Roads estimates 52,119,000 motor vehicles will be in operation by year's end.

* * *

October

Retail prices of most accessories raised 3 to 6 percent . . . Car and truck production in the third quarter winds up 31,000 units below NPA-permitted quotas . . . UAW sues Hudson for $500,000 charging breach of contract under the Taft-Hartley law. The suit was an aftermath of a summer-long controversy involving daily shutdowns of the plant.

Price hikes cutting new-car sales . . . Pontiac drops Streamliner fastback models . . . GM defense orders exceed $3,500,000,000 . . . Dealer new-car stocks hit three year low with average of 7.4 per dealer.

Clare E. Briggs named Packard sales manager, succeeding Karl M. Grenier . . . Brookings Institution report declares minimum yearly output of cars should be four million units.

* * *

November

New-car prices jumped for the third time in 1951 as the new federal excise tax of 10 percent becomes effective. Retail increases ranged from $30 to $135. Accessory prices also were boosted.

New Packards bow with power brakes. Prices up 2½ percent . . . Six-millionth vehicle of 1951 built . . . Chevrolet observes 40th anniversary . . . NPA order bans extensive new-model retooling changes after Feb. 1 . . . DeSoto and Dodge show new models . . . Car and truck makers object strenuously to planned changes in output quotas by NPA.

Strikes settled at Borg-Warner, Electric Auto-Lite and Monroe Auto Equipment . . . New-car stocks drop to average of 6.8 per dealer . . . OPS issues dollars-and-cents ceilings for used-cars, calling for a cut of 8 percent from the levels of January, 1951, by Jan. 1, 1952.

Chrysler shows K-310 experimental car . . . New-car sales in third quarter drop 35½ percent from same period in year before . . . Chrysler division forms national dealer council . . . Willys shows new car to employes . . . Sears-Roebuck announces plan to market cars, built by Kaiser-Frazer Corp., under the name, Allstate . . . James C. Downing of Atlanta, elected president of NUCDA.

* * *

December

New models introduced by Pontiac, Chrysler, Studebaker . . . Italian Ferraris finished one-two, followed by a Chrysler Saratoga, in the Mexican road race . . . Two of England's largest auto makers, Morris and Austin, announce merger plans . . . Hudson announces plans to introduce a "brand-new lightweight" car in the summer of 1952.

Unemployment grows in auto industry as result of government cutbacks in production . . . NADA reports "alarming" drop in operating profits of average new-car dealer in first nine months of 1951 . . . NADA "Give-A-Day" program adds 2,432 new members, 103.8 percent of the goal.

Dealer stocks average 7.2 units per dealer . . . "Shocking public attitude toward auto dealers" revealed by survey conducted for NADA by Elmo Roper organization . . . 100 millionth car built since 1900 produced . . . Studebaker announces hardtop model . . . Chrysler unveils '52 models.

Sears, Roebuck & Co. introduces the Allstate, produced by Kaiser-Frazer Corp. for the mail-order house, in 19 cities in 10 states; prices range from $1,395 to $1,797 . . . Pacific Coast dealers warn NADA heavy mortality threatens unless Regulation W is eased . . . Ford, Hudson, Studebaker and K-F ask OPS for price increases ranging from 4.37 to 28.48 percent, wholesale.

Year closes with a production total of 6,752,000 units—5,335,000 cars and 1,417,000 trucks . . . The total was the second highest in the industry's history, while the truck production figure represented a new record . . . All 1942 and older cars freed from Regulation W restrictions by the FRB . . . K-F introduces '52 line . . . GM asks price increases ranging from 4.41 to 6.01 percent . . . Millionth traffic death in the U. S. since 1899 occurs . . . New-car sales in '51 total 5,060,903 and new-truck sales, 1,003,850 for a total of 6,064,753 units.

CASTEVENS MOTOR COMPANY'S NEW NATIONAL SYSTEM has cut their state sales tax requirements 25%.

THEIR NATIONAL SYSTEM HAS SAVED the Castevens Motor Company $1,800 in a year's time.

"Our National Sales Register

saves us $1,800 yearly... also eliminates errors in computing tax!"

CHARLES CASTEVEN, Castevens Motor Co., Inc. Sparta, N. C.

"When the National people say a National Sales Register gives you protection that saves money and information that makes money, they are entirely correct. I know. Our National System saved us $1,800 last year by eliminating errors, forgotten charges, and simplifying bookkeeping operations.

"Best of all, our state sales tax report, previously a tough problem, has been solved by our National System. The National Sales Register, giving us separate totals on taxable and non-taxable sales, has exempted us from paying 25% of our state tax payments. No wonder our new National System will pay for itself in less than two years."

In some states, auto dealers must collect a tax on certain items . . . not on others. Unless separate totals are kept of taxable and non-taxable sales, the auto dealer must pay state tax on many items actually exempt.

But saving on over-payment of taxes is only *one* advantage of a modern National System. It will give you better control over inventory, credit, labor charges, and simplifies your record-keeping. Why not do as thousands of other auto dealers have done . . . call the National representative. Let him survey your present methods and give you a confidential report on how you can get information that will *make money* as well as protection that *saves money* for you!

National
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

Car Pool

(Continued from Page 9)

"IT HAS been noted that scrappage rates have been very low during the past decade, not only in the war period itself but during the early postwar years when new cars continued to be relatively scarce. During the prewar decade, too, cars up to 8 or 9 years of age showed little disposition to retire.

"After this age, however, the scrappage rate climbed rapidly, and during the past several years the trend has been toward the reestablishment of this prewar scrappage pattern, with a 1950 rate of 20 to 25 percent of cars 15 years old or older."

Brookings then showed this trend in chart form—See table on "Annual Scrappage Rates by Age of Car."

* * *

THE next table shows the increase in population by regions, with the high point being the tremendous increase in the Far West, where cars are more vital to life. Note also the big increase in the Southwest, Southeast and Central portions of the nation.

Charts at the bottom of the page, from the Crowell-Collier survey of 1951, indicate how people have come to depend more and more on the automobile. Note that, while many states still list automobiles as pleasure cars, pleasure is well down the list in the uses of the car.

The auto is still moving the population to the wide open spaces, and making life possible there—and better everywhere.

Women prefer

the Luxury of **Goodall Fabrics** in their motor cars

Women appreciate the extra luxury that Goodall Fabrics upholstery gives motor cars. They know these famous fabrics mean added comfort and longer-lasting beauty.

Let the fabric sell the woman ... then you can sell the car

Goodall Fabrics
Subsidiary of Goodall-Sanford, Inc.
THE FINEST NAME IN FABRICS

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*Registered Trade Mark

GOODALL FABRICS, INC. NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

You Have to Know All America to Know America at All!

The Red of its Blast Furnaces—the White of its Village Steeples—the Blue of its Skies and Waters

BESIDE the Hudson, a concrete forest rears steel-veined, man-made sequoias to the clouds. Above, upon and below the asphalt turf, people of every creed, color, and nationality scurry back and forth in their ceaseless race with life.

This is the world city. This is the melting pot supreme. This is New York. This is America.

But it isn't all of America . . . not by a great deal!

A PRIM white steeple stands sentinel above the elms of a New England village.

Here people are close to the earth . . . and to the past.

They live, essentially, as they have always lived: as neighbors and as citizens ruled first and foremost by the Ten Commandments and the Bill of Rights.

This is America, too.

SPRUNG from the very meadows, beside the lakes and rivers of the Middle West, great factories open their arms at dawn to countless thousands of men and women who whittle and mold metal into useful articles for all the world's people; who stock the world's pantries; who fashion the world's furniture; who give first being to the world's transportation.

This, too, is America!

THE moss still hangs from the live oaks; the magnolias are still crowned with blossoms; lazy rivers still meander through the South. But a new life stirs here, too. There are tractors at the furrows, and robot pickers in the cotton fields; there are chattering mills and busy factories, great mines and smelters, where plantations basked in the sun. Here Past and Present meet . . . and find each other good.

No place is more America than this!

FROM the Mississippi to the Rockies a sea of grain laps at its shores.

Southward, black gold gushes from the good earth.

Out of the southwest mountains comes the magic touch of water bringing desert lands to harvest.

Roads and rails reach out to far horizons; the wealth of farm and ranch, of mine and well, pours in never-ending abundance into the arteries of transportation; great cities jut from prairies and millions live, work, earn, where the Big Sky watched over herd and tribe.

This is America!

THE mountains still wade into the blue Pacific and the swallows still come back to Capistrano. Gold braid still brightens the Presidio; old bells still sing in mission towers.

But they speak now to myriads of aircraft workers, oil riggers, longshoremen and movie extras, fruit growers, canners and ship builders, bus drivers and "car hops," clerks and clerics, Ph.D's and V.I.P.'s—people—people everywhere.

This is America . . . an eager, expectant America . . . a vigorous, young America, rejoicing "as a strong man to run a race."

YES, this is America as a whole . . . all of it from sea to sea and border to border . . . this and its people.

And you have to know it all to know it *at all*.

You have to know its people . . . all its people . . . to understand how different they are from each other even while so alike.

You have to know what a Vermonter means when he talks about how much a man "sugars off."

You have to be at home in "The Stork" or at Nedick's . . . at a town meeting or at 2:00 a.m. in a coffee stop somewhere along U.S. 112 . . . at a fish fry, a supper club, a rodeo. You have to know from experience the difference between a hotel and a motel, a bit part on Broadway and part of a bit in Cheyenne, and the difference, if any, between western beef in Back Bay and eastern beef along "The Strip."

You need to know how to pronounce "Yankee" with two syllables in Kennebunk Port and three syllables in Chattanooga.

You have to understand why the name to use with Walker is Johnnie in "The Loop" and Doak in Dallas.

You need to have slept in a cotton wagon waiting your turn at the gin, rubbed elbows with cart-pushers in the "West Thirties" and cultivated corn in a "back forty"; heard the crash of timber or the splash of launchings in the great Northwest; sat in a smoke-filled room off Pennsylvania Avenue and a patio in Tucson, pumped an organ for a village choir, sold something . . . almost anything . . . almost anywhere . . . almost everywhere!

Yes, if you don't know *all* America, you don't know America at all!

WE HAVE to know America.

It's our job as advertising counsel to businesses that sell their wares in every county.

We must speak to Americans . . . everywhere.

We must "talk their language."

We believe that, collectively, we do know them—we do speak their language.

We've been learning their ways and their words for more than forty years.

And, along with that we've learned one other all-important fact.

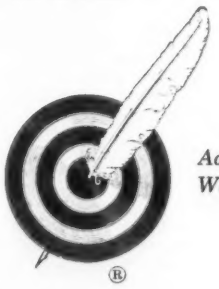
It's grassroots America that counts!

And the grass roots spring up between pavements, on village greens, on quiet farms and in the wide open spaces.

Everywhere!

That's where we're at home.

That's where we live and work and produce for our clients.



Advertising Well Directed

CAMPBELL - EWALD COMPANY

H. T. EWALD, *President*

DETROIT • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

This Album is obviously incomplete, and although we try diligently to make it comprehensive, still there are omissions of important individuals who should be included here.

In some instances photographs and biographies which we requested have not been furnished in time to be included; in others, it may be a case of pure oversight. But in any event we hope these omissions will be called to our attention and the material furnished so that no one will be overlooked in next year's Family Album.

The Editors.

ABBEY, DAN R., with Kent-More Organization, Inc., as vice-pres. of sales since March 17, 1949. Born in Las Cruces, N. M., July 19, 1910. Texas A. & M. Elec. engr. degree. Entered automobile business in 1928 at Del Rio, Tex., with retail Chevrolet-Buick as mechanic.

ABERNETHY, ROY, with Packard Motor Car Co. as asst. gen. sales mgr. since 1951. Born in West Monterey, Pa., Sept. 29, 1906. Started in automobile business in 1925 as shop apprentice with Packard's Pittsburgh distributer.

ACKERMAN, PAUL C., with Engineering Div. of Chrysler Corp. as Chief Engr. of Laboratories since 1944. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1924 at Canton, Ohio, with Timken Bearing Co. as assistant chief engineer.

ADAIR, DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ADAMS, CLYDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected secretary Feb. 28, 1949; board of directors May 19, 1949. Born Topeka, Kan., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ADAMS, JAMES R., with MacManus, John & Adams, Inc., as pres. and treas. since 1945. Born Southern Indiana, June 19, 1898. Univ. of Indiana, Univ. of Notre Dame. Entered automobile business in 1924 in Chicago with Critchfield & Co. as copywriter on Ford account.

ADAMS, JOSEPH E., with White Motor Co. as Director of Purchasing and Planning since 1950. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as Director of Material Control.

AHRENS, DON E., with Cadillac since 1925, Gen. Mgr. and Vice-Pres. of GM since July, 1950. Born Lodgepole, Neb. in 1890. University of Nebraska. B. & C. S., E.E. degrees. Entered automobile business in 1916 in Spokane as distributor.

AIREY, JOHN, with King-Seeley Corp., since 1922; chmn. of bd. since 1947. Born Leeds, Eng., in 1885. London Univ. B. of Sc. and D.I.C. Entered automobile business in 1906 in Paris, France, with DeDion Bouton as bench hand.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as pres. since 1939. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

ALLAN, ROY C., with Eclipse Mach. Div., Bendix Avia. Corp., as dir. of sales since 1945. Born Watseka, Ill., in 1887. Bliss Electrical Col. Entered automobile business in 1916 in Kenosha, Wis., with Thos. B. Jeffery (now Nash), as exp. elec. engr.

ALLEN, PERRY E., with Allen Products Corp. as pres. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit, Mich., as dealer.

ALLISON, RALPH M., with Warner Automotive Parts Div., Borg-Warner Corp., as pres. and gen. mgr. since 1938. Born Muncie, Ind., 1890. High schl. Entered automobile business in 1911 at Muncie with Warner Gear as cost clerk.

ALLMAN LESLIE C., Pres. of Allman Co., Inc. Established July 1, 1951. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. as sales prom., adv. mgr. in 1929.

ANDERSON, HARRY W., with General Motor Corp. since 1919, as vice-pres. since 1942. Born Cadillac, Mich., Dec. 25, 1891. Detroit College of law, LL.B. degree. Entered automobile business with GM's United Motors Service in legal department in 1919.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich., 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

APPEL, WALTER D., with Ford International, Inc., as director of Engineering since March 1, 1949. Born in Cleveland, O., April 29, 1891. High school grad.; Case Inst. of Tech., B.S., M.E. Entered automobile business in 1918 at Cleveland with Cleveland Automobile Co. as designing engr.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., as assistant general sales manager since 1948. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.

APPLETON, ARTHUR I. with Appleton Electric Co. as pres. and treas. since 1946. Born Chicago, Ill., Oct. 14, 1915. Amos Truck School of Business Adm.; Dartmouth, A.B. Entered automobile business in 1936 at Chicago with Appleton Electric Co.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Cadillac asst. chief engr. June 1946 to Jan. 1950. Univ. of Cincinnati. With Cadillac since Sept. 1925. Entered automobile business May, 1923, with Studebaker Corp.

ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

ATHANSON, WILLIAM J., with Briggs Mfg. Co. as Gen. Mgr. Body Parts and Ref. Materials Div. since 1944. Born Feb. 1, 1909. Univ. of Detroit. Entered automobile business in 1927 as production employe.

AUFIERO, J. M., Pres. and Gen. Mgr. of E. A. Laboratories, Inc. Established since 1913.

BABBITT, HALL, with Kaiser-Frazer Corp. as vice-pres. since June, 1950. Born Kellogg Id., July 16, 1909. Oregon St. Coll. Joined Kaiser organization at Bonneville dam project in 1937. Joined Kaiser-Frazer in 1946 as asst. dir. public relations.

BACHMAN, BENJAMIN B., with Autocar Co. as vice-pres. of engr. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BACON, HARRY C., with Zenith Radio Corp. of Mich. as president since 1939. Born in Springfield, Mass., in 1886. High school. Entered automobile business in 1905 in Buffalo with Knox Automobile Co. as salesman.

BAITS, STUART G., with Hudson Motor Car Co. as vice-pres. and asst. gen. mgr. With Hudson since 1915. Born Dowagiac, Mich., Aug. 23, 1891. Univ. of Mich., B.E.E.

BAKER, S. FRANK, Detroit Automotive Products Corp.; pres. since 1949. Born Council Grove, Kans., Nov. 25, 1895. Public Schools, State of Kans.; SMA-U. of Tex.; AOC Command and Gen'l Staff School, Ft. Leavenworth, Kans. Entered automotive equipment business in 1932 at Detroit as one of original organizers and vice-president of Thornton Tandem Co.

BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Born in Boise, Ida., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

BALDWIN, WALTER D., with United States Rubber Co. as director of manufacturers sales since 1947. Born in California on Jan. 16, 1909. Univ. of Calif., B.S. degree. Entered automobile business in 1932 at Spokane, Wash., with United States Rubber Co. as salesman.

BALL, J. DEAN, with Ford Motor Co., as mgr. of product sales and service, Ford Division, since Jan., 1950. Born Creighton, Mo., Oct. 20, 1898. St. Benedicts Coll. Entered automobile business in 1919 at Kansas City, Mo., with G. T. O'Malley as used car and truck salesman.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

BANCROFT, RICHARD H., with Perfect Circle since Oct. 1, 1949 as executive engineer. Born Springfield, O., June 25, 1903. Ohio State Univ., B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engineer.

BARIT, A. EDWARD, with Hudson Motor Car Co., as pres. and gen. mgr. since 1936. Entered automobile business in 1906 in Detroit with Chalmers.

BARR, BUDD, owner Budd Barr Industries since 1925. Born West Farms, N. Y., June 6, 1899. B.A. Nebraska Univ. Entered automobile business in 1925 in Detroit with Motor City Stamping Co. as owner.

BARRETT, WILLIAM M., with Rinshed-Mason Co. as vice-pres. in chge. of sales since 1947. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B. S. Chem. Engr.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1945. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S., in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Division.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B.S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

BAUMAN, JOHN NEVIN, with White Motor Co. as vice-pres. in charge of sales since 1935. Born in Jeanette, Pa., March 11, 1899. Bucknell Mich. M.E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAYNE, JOSEPH E., with Lincoln-Mercury Div., Ford Motor Co., as gen. sales mgr. since June, 1947. Born Detroit, Jan. 15, 1902. Detroit Junior Coll. Entered automobile business in 1924 at Detroit with John H. Thompson Co. as retail salesman.

AUTOMOTIVE NEWS FAMILY ALBUM

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr., since 1947. Born in Chicago, Ill. Sept. 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr.

BEATTY, WILLIAM H., with R. L. Polk & Co. as gen. sales mgr. since 1944. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff corres.

BEDFORD, CLAY P., with Kaiser-Frazer Corp. as exec. vice-pres. since 1949. Born Benjamin, Tex., Aug. 25, 1903. Rensselaer Poly., C.E. degree. Entered automobile business in 1945 at Willow Run, Mich., with Kaiser-Frazer as vice-pres. Associated with Defense Production Administration 1951.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900 Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BEMB, WALTER J., with Houdaille-Hershey Corp. as vice-pres. since Aug. 27, 1946. Entered automobile business in 1902 at Detroit with Wm. E. Metzger Co.

BEATTY, JOHN T., with United Specialties Co. as pres. since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

BECKWITH, CARLETON B., with New Departure division of G.M. as adv. mgr. since 1930. Mng. editor New Departure News 1935-1944. Born in New Hartford, Conn., July 30, 1888. B.S. from Amherst. Phi Delta Theta frat. Entered automobile business in 1911 with New Departure as clerk, sales dept.

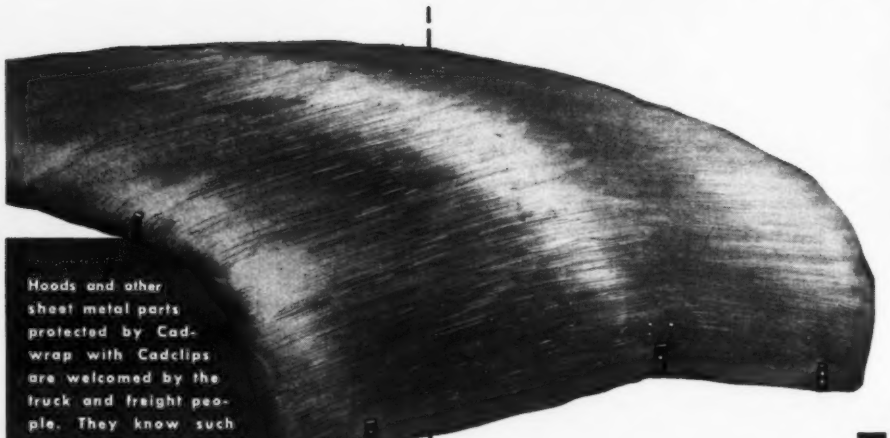
BEDFORD, T. A., with Kaiser-Frazer Corp. as vice-pres. in chg. mfg. since 1951. Born in San Diego, Calif., Feb. 7, 1909. Entered auto business with K-F in 1946 after association with various Kaiser industries on West Coast since 1932.

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. Entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BENDER, R. B., with Studebaker as general service mgr. since Oct. 1, 1948. Born Grantsville, Md., Nov. 26, 1903. Allegheny Coll. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

"ORCHIDS" to the factory men.....

TO HELP YOUR PROFITS



Hoods and other sheet metal parts protected by Cadwrap with Cadclips are welcomed by the truck and freight people. They know such parts handle easier, nest better and cut down damaged-in-transit claims.

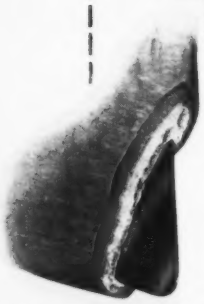
THEY SPECIFY

Cadwrap

patent pending

The men at your factory are always on the lookout for ways to help their dealers show better profits, especially in your service and repair departments. That is why most manufacturers of cars and trucks now ship sheet metal parts wrapped in *Cadwrap*. And your own experience will prove that doors, fenders, decks, hoods, etc., shipped in this unique, patented, cushion-type protection arrive minus the dings, dents and scratches that formerly took so much in time and money to fix up.

Perhaps today, you may see one of your mechanics unwrapping a fender, or hood or deck that has arrived in good condition because of *Cadwrap*. As he removes that heavy, tough, creped paper with the excelsior cushioning and finds none of the damage usually anticipated in former times, why not "pin an orchid" on the factory men who find so many ways of helping you—their dealer—cut costs and make money.



YOU MUST KNOW *Cadwrap*

You may not have known its name until now, but most dealers now receive sheet metal parts from their factories wrapped in *Cadwrap*. First developed to protect fenders, it is now used on all such items as doors, decks, hoods, fenders, etc.

WHAT ARE *Cadclips?*

A patented metal device which slips over the doubled edge of *Cadwrap* and is easily clipped in place. They eliminate the unhandy wire or cords formerly used, making the parts easy to handle and, perhaps, most important, cut down storage space because they nest so well.

WHAT IS *Cadwrap?* It is a patented wrapping consisting of tough, extra-heavy, creped paper laminated to excelsior cushioning pads. Because it conforms to the shape of the part, it is easily handled and fastened in place.

Cadwrap AND *Cadclips* ARE MANUFACTURED BY **CADILLAC PRODUCTS, INC.**
2300 GAINSBORO AVENUE FERNDALE 20, MICH.

BERNARD, HARRY, with Mack. Mfg. Corp. New office at Plainfield, N. J. Vice-pres. service Dec. 1951. Born Montreal, Can., Nov. 28, 1901. Brown Univ., Sc.B. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BEST, JR., PAUL B. Redmond Co., Inc., Owosso, Mich.; vice-pres. in charge of Series motor sales since Mar., 1949. Born Oak Park, Ill., 1917. Ohio State U., B.E.E. Entered automobile business in 1939 at Owosso, Mich., with Redmond Co., Inc., as engineer.

BIGELOW, J. J., with Sparks Withington Co. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Born St. Louis, Mo., Dec. 19, 1888. Univ. of Michigan, A.B., LL.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain, Ltd., as mng. dir.

BIGGERS, ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BLACK, FRED L., with Nash-Kelvinator Corp. as dir. of pub. rel. since Dec., 1945. Born Battle Creek, Mich., Jan. 26, 1891 Miami (O.) Univ., A.B. degree. Entered automobile business in 1918 at Detroit with Ford Motor Co., pub. rel. and adv. exec., 1918.

BLACK, ROBERT D., vice-pres. With Black & Decker Mfg. Co. since 1917. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw mach. operator with Black & Decker

AUTOMOTIVE NEWS FAMILY ALBUM

BLACK, ROBERT F., with White Motor Co. as pres. since 1935. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker.

BOESCHENSTEIN HAROLD with Owens Corning Fiberglas Corp. as pres. and dir. since 1938. Born Edwardsville Ill., July 21, 1896. Univ of Illinois A.B

BOLL, JOHN A., with United States Rubber Co., sales mgr. Fisk-Gillette Tires Div. since 1951. Born Brooklyn, N. Y., March 21, 1900. High school. Entered automobile in 1926 at New York with U. S. Rubber Co. U. S. Tires Div.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Born Hoboken, N. J., Nov. 3, 1902. U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BRADLEY, ALBERT, with General Motors Corp. as exec. vice-pres. since Nov., 1942; chmn. fin. policy comm. since 1946; with GMC since 1919. Born Blackburn Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Michigan, A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BLAKESLEE, JR., WILLIAM S., with Gar Wood Industries, Inc., sales mgr., Wayne div. Born Grand Rapids, Mich., Oct. 10, 1914. Dartmouth, A.B. Entered automobile business in 1936 at Detroit with Gar Wood Industries, Inc., in sales dept.

BOHN, CHARLES B., with Bohn Aluminum & Brass Corp. as chairman of board since 1918. Born in Toledo, O., Jan. 20, 1880. Entered automobile business in 1898 at Cleveland with Central Brass Foundry as secy.

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of supervisory board. Also Pres. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill. with Borg & Beck Co. as vice-pres.

BOWIE, CHESTER EUGENE (CHET), with Ford Div. as Mgr. Sales Adm. Dept. Genl. Sales Office since 1929. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk.

BRAENDEL, HELMUTH G., director of engr. and production since August, 1951, chief engr. 1944 to 1951, Wilkening Mfg. Co. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engr. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as secy. SAE tech. board. Born in Ontario, Can., in 1894. Columbia Univ., E.E. degree. Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst tech. editor.

BLANCHARD, WALTER E., with Ford Motor Co. as adv. asst. since 1942. In charge of truck advertising, Ford Div. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BLANK, WILLIAM E., with Auto-Lite Battery Corp. as sales mgr. since 1935. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BLEICHER, CLARENCE E., with DeSoto Div., Chrysler Corp., as pres. and gen. mgr. since 1944. Born in Dayton, O., March 25 1890. St. Mary's Inst. (now Univ. of Dayton). Entered automobile business in 1907 at Dayton, O., with Stoddard Dayton Automobile Plant as apprentice mechanic.

BLOOD, HOWARD E., with Borg-Warner Corp. as vice-pres. since 1932; chairman of Norge div. Born Petosky, Mich., 1886. Univ. of Mich., B.S. Entered automobile business in 1909 at Kalamazoo, Mich., with Blood Bros. Machine Co. as engr. and asst. gen. mgr.

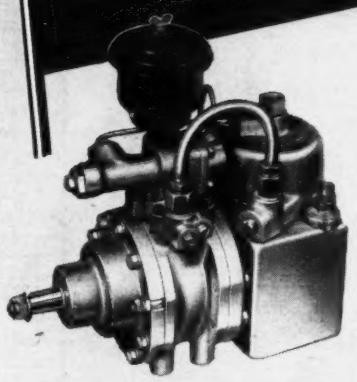
BLUME, WILLIAM A., with Thermoid Co., as vice-pres. since Oct., 1950. Born in Sewickley Twp., Pa., July 31, 1893. Penn State, B.S. degree. Entered automobile business in 1926 at Detroit with American Brakeblok Div., American Brake Shoe Co., as vice-pres.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

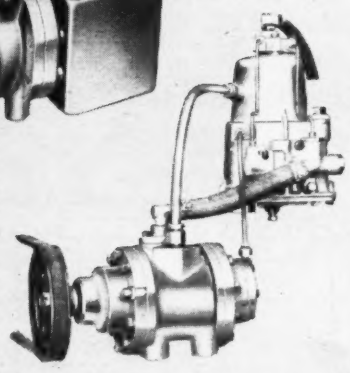
you get the air compressor *that fits your particular requirements...*

when you specify

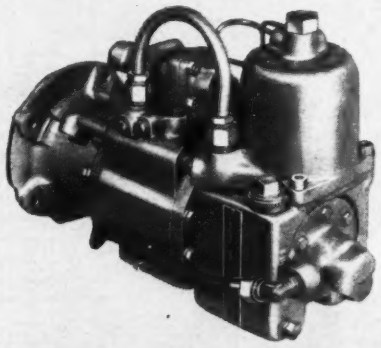
Wagner Air Brake Systems



Typical "Integral Unit" Type Rotary Air Compressor—Air Cooled—Base Mounted—Self Contained Lubrication.



Typical "Remote Dome" Type Rotary Air Compressor—Air Cooled—Base Mounted—Self Contained Lubrication. Used where clearances do not permit mounting the "Integral Unit."



Typical "Integral Unit" Type Rotary Air Compressor—Water Cooled—Flange Mounted—Engine Lubricated.

No single air brake system can adequately fit every application. Functional design of the vehicle . . . horsepower rating of engine . . . weight of load . . . number of axles . . . these are only a few of the factors that must be considered. Neither can one type of air compressor be applied to all types of vehicles. That's why Wagner Engineers have developed three compressors with pumping capacities of 7, 9 and 12 C.F.M. . . . flange or base mounted . . . belt or direct driven . . . either air or water cooled. These compressors utilize the rotary principle—known for high efficiency and troublefree service on all types of heavy-duty vehicles.

check these features:

- √ **Rotary motion** of all moving parts. Shaft is mounted on two bearings—Friction loss is low; operating efficiency high.
- √ **Uniform Torque Load**—Thousands of small overlapping air compression impulses per minute maintain a uniform load. Smooth quiet operation; long compressor life.
- √ **Plenty of Air**—High volumetric efficiency assures fast air recovery.
- √ **Pre-determined Air Pressure Range** automatically maintained.
- √ **Simple Air Pressure Adjustment**—A single, easily reached, pressure adjustment screw regulates the maximum air pressure delivered to the tank.
- √ **No Carbon Formation in Air Line**—Oil separation and cooling before air is discharged from compressor reduces the air temperature preventing carbon formation.
- √ **Compact**—Requires minimum installation space.
- √ **High Top R. P. M.**—Compressor can be operated as high as 2500 R.P.M., making high reduction drives unnecessary.

* * *

For real brake economy equip your present vehicles with Wagner Air Brakes and specify WAGNER when ordering new equipment.

Wagner Air Brake Users are our Biggest Boosters!

Wagner AIR BRAKES — The Only System with The Rotary Air Compressor

the most reliable air compressor

Wagner Products Serve the Automotive and Electrical Industries

LOCKHEED HYDRAULIC BRAKE PARTS and FLUID
NoRoL . . CoMaX BRAKE LINING . . AIR BRAKES . . TACHOGRAPHS
ELECTRIC MOTORS . . TRANSFORMERS . . INDUSTRIAL BRAKES

Wagner Electric Corporation
6393 PLYMOUTH AVE., ST. LOUIS 14, MO., U. S. A.
(Branches in principal cities in U. S. and in Canada)

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____
We operate _____ Vehicles
(NUMBER)

K52 3

AUTOMOTIVE NEWS FAMILY ALBUM

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREECH, ERNEST ROBERT, with Ford Motor Co. as exec. vice-pres. since July 1, 1946. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll., Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

BRIGGS, C. E., with Packard Motor Car Co. as gen. sales mgr. since 1951. Born in Port Huron, Mich., Aug. 25, 1901. Detroit Inst. of Tech. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGGS Jr., WALTER O., with Briggs Mfg. Co. as exec. vice-pres. 1946, and treas., 1942. Born Detroit, Jan. 20, 1912. Georgetown Un., B.S. degree. Entered automobile business in 1934 at Detroit with Briggs Mfg. Co. as shop employe.

BRONSON, KARL H., with DeSoto Div., Chrysler Corp. as dir. of adv. and sales prom. since 1935. Univ. of Mich., B.A. Entered automobile business in 1917 at Detroit with Dodge Bros. in adv. dept.

BREDIMUS, FRANK L., with Globe Hoist Co., as Exec. vice-pres., treas. since 1948. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BRIDGE, FRANK V., with Buick Motor Div. as asst. gen. sales mgr. in charge of eastern region. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BRODIE, GEORGE H., with Packard Motor Car Co. as vice-pres. in charge of coordinating operations since Jan., 1950.; asst. to the pres. 1945-1949. Born in Pittsfield, Mass., Sept. 1, 1888. High school. Entered automobile business in 1907 at Detroit with Packard Motor Car Co. as clerk.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWDER, GEORGE R., with Hudson as director of advertising & merchandising since 1949. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

BROWN, BERNARD A., with Roche, Williams & Cleary, Inc., as Studebaker res. rep. since February, 1943. Born in Ann Arbor, Mich., 1909. High school. Entered automobile business in 1929 at South Bend with Studebaker as adv. clerk.

BROWN, BERNARD A., with Moraine Products Div. of G. M. Corp. as gen. mgr. since 1940. Born in Yellow Springs, O., in 1889. Antioch College. Entered automobile business in 1913 at Dayton, O., with Dayton Engineering Lab. as factory worker.

BROWN, CHARLES S., with Lincoln - Mercury Div. Ford Motor Co. as gen. pur. agent. since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

BROWN, NEILL S., with Lincoln-Mercury Div., Ford Motor Co., as gen. mfg. mgr. since June 15, 1946. Born in Williamson County, Tenn., October 23, 1897. Entered automobile business on Nov. 22, 1920, at Houston, Tex., with Ford Motor Co. in body building shop.

BROWNYER, NELSON R., with Timken-Detroit Axle Co. as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

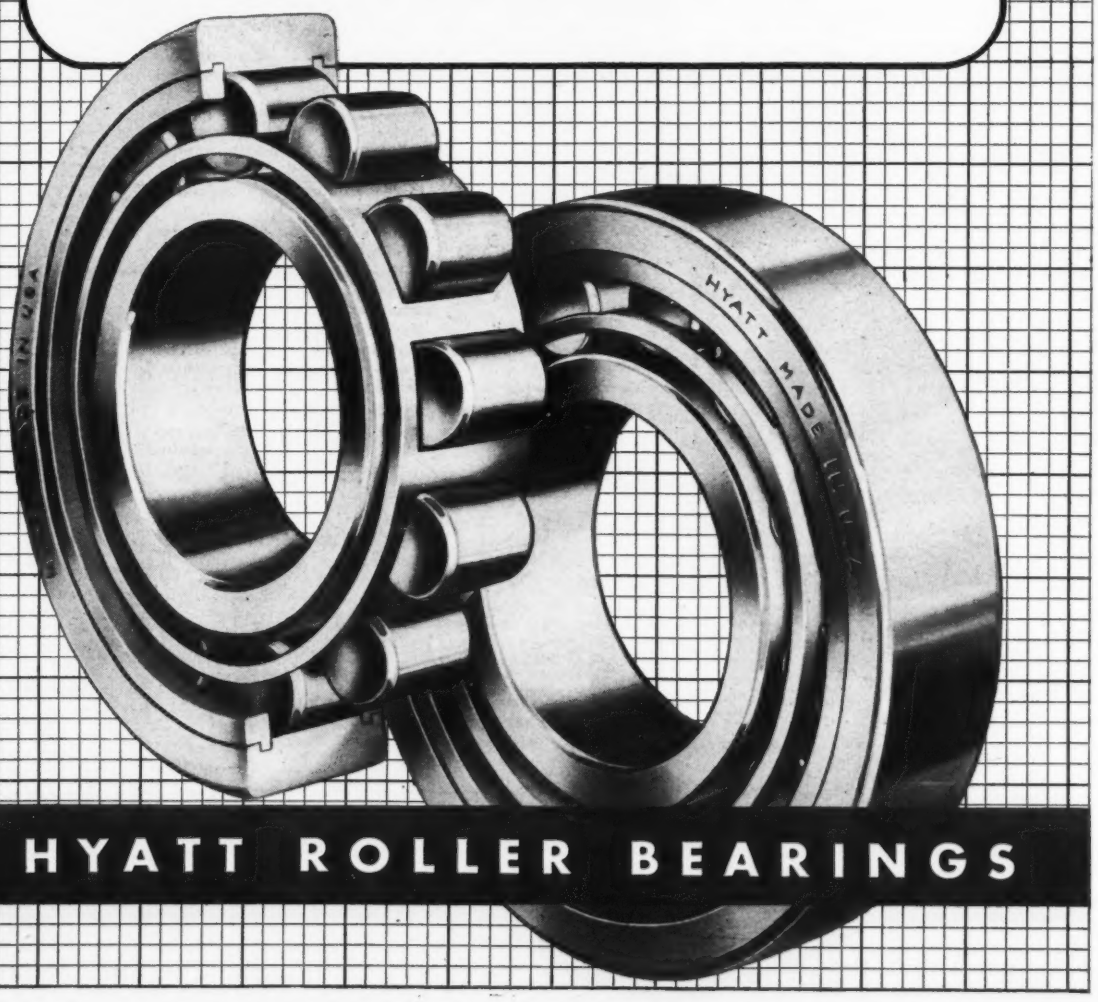
BRUNNER, GEORGE E., with B. F. Goodrich Co. as gen. mgr. automotive, aviation and gov. divs. Born in Plainville, Mass. Bates College, A.B. degree. Entered automobile business in 1914 with Goodyear in service department.

For '52 ··· HYATTS As Usual

A review of the car, truck, and bus models for 1952 shows Hyatt Roller Bearings, as usual, predominating.

Automotive design engineers call for Hyatt applications in differentials . . . rear wheels . . . pinions . . . transmissions . . . steering gear and other positions. Hyatt makes various types and sizes of roller bearings to meet the requirements of the industry.

Over the years, Hyatts have proved their precision, quality and long-life—important factors appreciated by leading manufacturers. Hyatt Bearings Division, General Motors Corporation, Harrison, N. J.



HYATT ROLLER BEARINGS

Reinforcements for your sales story

Candalon nylon upholstery holds wonderful advantages for car dealers.

Full-color ads—running regularly in The Saturday Evening Post—are telling America's top car prospects the story—boosting sales for Candalon upholstered cars.

Make this campaign apply to the cars YOU sell!

AUTOMOTIVE NEWS FAMILY ALBUM

BUDD Jr., EDWARD G., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan College, B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis Sch., Brookfield, Conn. Sheffield School of Yale, M. E. Entered business in 1917 with The Bullard Co.

BURKE, JOHN W., with Chevrolet Motor Div. as truck sales mgr. since 1944. Born in Watertown, Wis., in 1890. Sacred Heart Academy (comm.). Entered automobile business in 1920 at Milwaukee with Ford Motor Co. as dist. sales mgr., trucks.

BURRELL, M. L., with Federal Motor Truck Co. as dir. and pur. agt. since 1918. Born Ypsilanti, Mich. Cleary Bus. Col. Entered automobile business in 1912 at Detroit, with Packard Motor Car Co. as clerk.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations since 1946. Born Rock Springs Wyo., Apr. 26, 1908. Univ. of Wyo., LL.B. Entered automobile business with Ford Motor Co., 1944.

BULLOCK, WILLIAM E., with A P Parts Corp. as exec. vice-pres. and gen. sales mgr. since 1932. Born in Missouri. High school. Entered automobile business in 1928 at Kansas City, Mo., with Splitdorf Electric as salesman.

BURKHOLDER, FRED O., pres. Ahlberg Bearing Co. since April, 1943. Born London, Ont., 1893. Educated Chicago. Entered automobile business with Ahlberg Bearing Co. in 1915 in sales dept.

BUSH, EARL J., with Diamond T Motor Car Co. as pres. and treas. since 1946. Born in Topeka, Kans. May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTTS, H. R., with Electric Auto-Lite Co. since 1937. Sales mgr., Merchandising Div. since 1949. Born Dec. 5. 1896 North Dakota. Univ. of Minnesota. Entered automobile business in 1919 with Pa. Rubber Co. in Minneapolis, Minn.

Baltimore Port Employs 40,000

Here is another reason why busy, booming Baltimore is bigger and richer than ever. 40,000 people are directly employed in the shipping and maritime activities of Baltimore's famous Port, which contributes $200,000,000 annually to the economy of Baltimore. Baltimore's seaport is the second largest in the United States in total volume of foreign commerce. 85 steamship lines bring the world's goods into the Nation's Sixth Largest City.

Whether you're selling luxury cars or canned goods you'll find a ready market for your products in Baltimore, where excellently diversified, steadily active industry make this market more prosperous than ever. And you'll SELL more than half of Baltimore's population when you include the largest evening and Sunday circulation of The News-Post and American in your advertising plans.

BALTIMORE NEWS-POST & AMERICAN

Baltimore's largest evening and Sunday circulation newspapers

Represented Nationally by Hearst Advertising Service

BUZARD, R. M., with International Harvester Co. as asst. mgr. of sales. Motor Truck Div., since 1946. Born Ashland, O. Ashland College. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

CALLANAN, EDWARD A., with Brown Rubber Co., Inc., Lafayette, Ind., as pres. and gen. mgr. since 1940. Born in Springfield, Mass., June 3, 1889. Entered automobile business in 1914 at Toledo, O., with Willys-Overland Co. as pur. agt.

CAMERON, AUGUSTUS G., with Goodyear Tire & Rubber Export Co. as dir. since 1927, vice-pres. Goodyear Tire & Rubber Export Co. since 1922. Born in Knightstown, Ind., 1880. Sheldon Law School. Entered automobile business in 1913 at Akron with Goodyear as dis. truck tire sales mgr. at St. Louis.

CAMP, T. L., with Service Div. of Federal-Mogul Corp. as supervisor of districts. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal Mogul in 1930.

CAMPBELL, C. ALFRED, with Marmon-Herrington Co., Inc., since 1937, as vice-pres. since 1942. Member bd. dir. since 1946. Born in Bellefontaine, O., July 16, 1895. Sorbonne Univ., Paris; Ohio State Univ., A.B., B.C.E., 1920, C.E. 1951. Entered automobile business in 1920 at Indianapolis with Nordyke & Marmon Co. as asst. sales ext. mgr.

CANADAY, WARD M., Willys-Overland Motors, Inc. as pres. and chmn. of bd. Born New Castle, Ind., Dec. 12, 1885. Univ. of Colo., Harvard Univ., A.B. Entered automobile business in 1916 at Toledo, O., with Willys-Overland Motors, Inc., as adv. dir.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

AUTOMOTIVE NEWS FAMILY ALBUM

CARLL, CHARLES E., with Ford Motor Co. as dir. of pub. rel. since 1947. Born in Indianapolis, Ind., May 13, 1907. Butler Univ. and Indiana Univ. law school. Entered automobile business in 1942 with Ford Motor Co. as director Ford News Bureau.

CASTLES, DAVID E., pres. Castles, Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CLARK, RENSSELAER W., with Hayes Mfg. Corp. as pres. since 1940. Born in Hudson Falls, N. Y., Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

CLEVELAND, REGINALD M., with New York Times since 1928 and now industrial adv. mgr. Born New York City, Nov. 6, 1886. Yale Univ. Director, Automobile Old Timers. Pres. Wings club. Pres. Greater New York Safety Council.

CARLSON, LESTER F., with Oldsmobile Div., GMC, exec. asst. to gen. mgr. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D. P. Brother Co., Inc., as pub. dir.

CHAPMAN, E. J., Pontiac asst. gen sales mgr. since 1949. (In charge of East). Born Dec. 27, 1902, at Oakland, Cal. Entered automobile field as San Mateo (Cal.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland, Cal.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres., dir. of sales prom. and adv. since 1946. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune, 1907 to 1925; Studebaker 1925 to 1932; White Co., 1932-1933.

COCHRANE, BERT G., with Casco Products Corp., Bridgeport 2, Conn. vice-pres. and gen. sales mgr. since 1930. Born in Chicago, Ill., 1887. Lane Tech. H.S. Entered automobile business in 1914 at Chicago, Ill. with Howe Lamp and Mfg. Co., as vice-pres. and gen. sales mgr.

CARLSON, RAYMOND EARL, with Tung-Sol Lamp Works, Inc., as vice-pres. and dir. since 1938. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B.E.E. Chmn. Soc. Auto. Engrs. lighting committee. Vice-pres., dir., chairman Radio Television Mfrs. Assn. Tube Div.

CARLSON, STEN I., export manager, Nash Motors Div., Nash-Kelvinator Corp. since July, 1944. Born Iron Mountain, Mich. Univ. of Mich., 1911. Entered automobile business in 1911 with Packard.

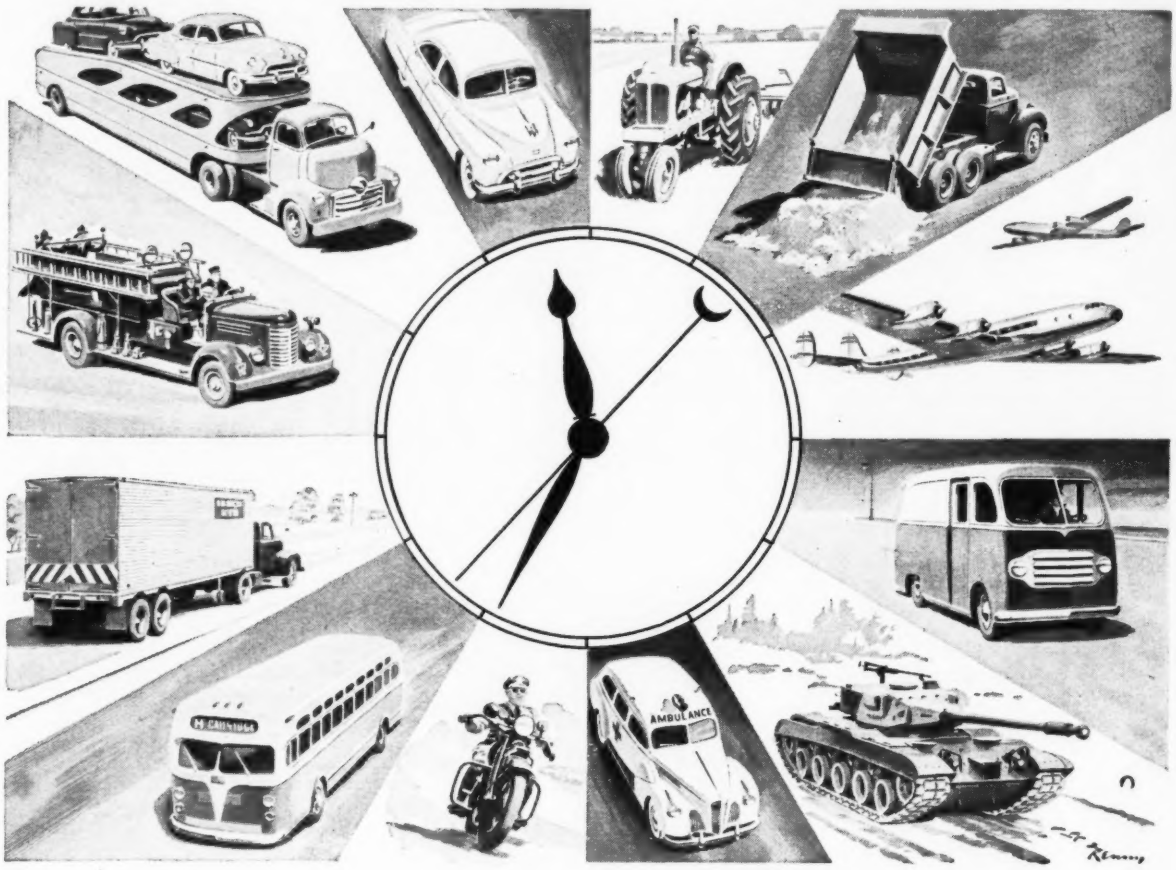
CARON, JOHN H., with Chrysler div. Chrysler Corp. as dir. of adv. and sales prom. since 1945. Born in Louisville, Ky., Feb. 20, 1895. Business school. Entered automobile business in 1920 at Indianapolis with Homer McKee Co. as prod. man.

CARPENTER, RALPH E., with Dana Corp. as pres. since 1948. Born in Clinton, N. Y., in 1882. Entered automobile business in 1918 at Cleveland with Aluminum Castings Co. as asst. to pres.

CARRIGAN, TRACY John Bean Division of Food Machinery and Chemical Corp. as mgr. of automotive dept. since 1944. Born Centralia, Ill., in 1906. Univ. of Ill., B.S. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as tech. engr.

CASEY, JOHN E., with Lincoln Engineering Co. as Detroit factory rep. Born Nov. 1, 1890. Entered automobile business in 1907 with Reo.

CASS, ROBERT, with White Motor Co. as asst. gen. sales mgr., coach div. With firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.



EVERY MINUTE OF EVERY DAY...

"Ethyl" antiknock compound helps millions of gasoline engines do more work, and do it more economically

The power that America gets from its millions of gasoline engines is more important than ever. Today 70% of passenger-car mileage is essential. 75% of the nation's freight—much of it defense material—is moved by truck. Buses carry 25,000,000 passengers daily. And, of course, it is gasoline that keeps our air transport flying and most of our military equipment rolling.

These engines are able to do more work and do it more efficiently, because of the availability of today's high-quality gasolines. These greatly improved fuels are made possible by the many refining advancements in the petroleum industry and through the addition of antiknock compounds. Today, billions of gallons of gasoline annually are improved with "Ethyl" antiknock compound.

Higher octane gasoline makes possible higher compression engines—which perform better and develop more work from every gallon of fuel. Without high octane gasoline these engines would knock or "ping"—lose power, overheat, and run up repair bills.

So, you see, there isn't a moment of the day when "Ethyl" antiknock compound isn't doing a job somewhere. A product you never see is tremendously important, both in our daily lives and in helping to meet the demands of our armed forces.

ETHYL CORPORATION, New York 17, N. Y.
Manufacturers of "ETHYL" antiknock fluid

AUTOMOTIVE NEWS FAMILY ALBUM

COLBERT, L. L., pres. of Chrysler Corp. since Nov. 3, 1950. President of Dodge Div. 1945-Sept., 1951. Born in Oakwood, Tex., June 13, 1905. Univ. of Texas, B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres. since 1939, chairman since 1950. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

CONLEY, CHAS. L., with Collins & Aikman Corp. asst. dir. merch. div. since 1950. Born in Cohocton, N. Y., May 24, 1905. Cornell Univ. Entered Automobile business in 1931 at New York with Collins & Aikman as field rep.

COOGAN, EDWARD F., with Autocar Co. as pres. since 1949. Born West Springfield, Mass., Aug. 11, 1888. Entered automobile business in 1907 at New Haven, Conn., with Pierce-Arrow agency as salesman.

COPE, JAMES, with Chrysler Corp. as asst. to the pres. since 1944. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Corp. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

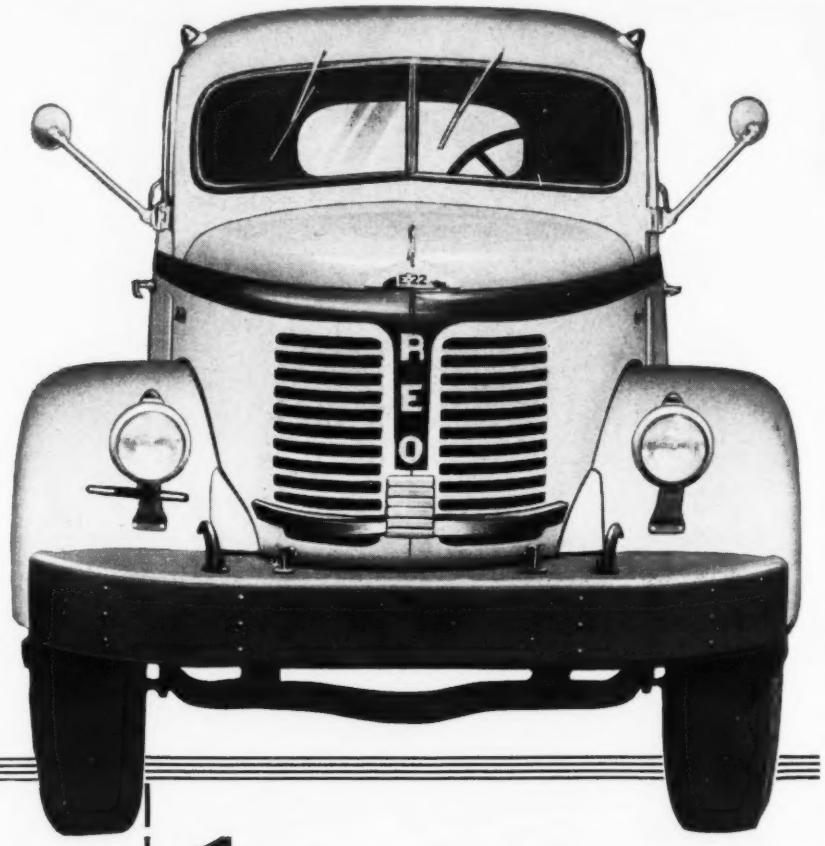
CONDER, ROBERT W., with Chrysler Corp. as dir. of industrial rel. since Feb., 1951. Dir. of labor rel. from 1939-1951. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

CONLEY, RUSSELL E., with R. M. Hollingshead Corp., Camden, N. J., as adv. mgr. since 1943. Born Haddonfield, N. J., 1915. Univ. of Penna. Entered automobile business in 1939 with same organization. Current president, Automotive Advertisers Council.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college and Ph.B., Univ. of Chi. Joined GM Aug. 1919 as accountant for Delco-Remy Div., Anderson, Ind.

COPELAND, ROBERT F. G., with Lincoln-Mercury Div., Ford Motor Co., as adv. and pro. mgr. since 1948. Born in Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

REO



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1st WITH THE ONLY REALLY NEW TRUCK ENGINE IN OVER A DECADE . . . the revolutionary REO *Gold Comet* Engine. The amazing power plant that develops horsepower and torque comparable to engines 10% to 20% larger *without increasing gross vehicle weight!* The engine with the economy advantages of standard, interchangeable Main Bearings, Replaceable Wet Sleeve Cylinders, Equalized Cooling System and a host of new Reo features. The engine that means up to 150 extra miles on a hundred gallons of gasoline.

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REO Builds The Amazing **EAGER BEAVER** Truck For The U.S. Army.

CORTRIGHT, J. A., general sales mgr. of Clayton since 1946; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah with Bertram Motor Supply Co. as stock clerk.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Pennsylvania State Coll, B.S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COTTON, HAROLD M., with Acme Quality Paints, Inc., as mgr. industrial - automotive sales since 1943. Born Beach Park, O., May 21, 1898. Det. Central High, Det. Junior Coll. Entered automobile business in 1928 in Detroit with Acme Quality Paints, Inc., in sales dept.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice-pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COURAGE, WILLIAM L., with Hudson Motor Car. Co. as dir. of distribution. Born Harbor Grace, Nfld., Jan. 14, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

COUTURE, ALLEN B., with engr. div. of Chrysler Corp. as chief exp. engr. since 1923. Born LaSalle, Mich., July 5, 1890. Entered automobile business in 1909 at Toledo, O., with Pope Toledo Co. as experimental engr.

CRAMER, RAYMOND H., with Hyatt Bearings Div. of General Motor Corp. at Harrison, N. J., as gen. mgr. since June, 1950. Born Dec. 28, 1889 in New Jersey. Entered automobile business in 1903 at Crocker-Wheeler Co., Ampere, N. J., as machinist.

AUTOMOTIVE NEWS FAMILY ALBUM

CRAWFORD, FREDERICK C., with Thompson Products, Inc., as dir. since 1926; pres. since 1933. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. fraternity. Entered automobile business in 1916 with Steel Products Co. (later Thompson Prod.) as maint. engr.

CRUSOE, LEWIS D., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since 1949. Born in Mora Minn., Feb. 25, 1896. Univ., of Wisconsin, Univ. of Detroit, M.C.S. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922, vice-pres. and dir. of mfg. since 1947. Born in Brooklyn, N. Y. Apr. 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

DARLING, A. C., with Borg-Warner Service Parts Co., Sub. Borg Warner Corp., since 1929, as Pres. since 1943. Born June 9, 1896 in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DAVIS, JOHN R., vice-pres. and member of bd. of dir, Ford Motor Co. Formerly vice-pres. sales and adv. Born Oil City, Pa., Nov. 10, 1894. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1919 at Detroit with Ford Motor Co. as salesman.

CRAWFORD, HOWARD E., with Chevrolet Div. of GM Corp. as asst. gen. sales mgr. since 1949. Born in Atchison, Kan. Graduate Univ. of Kan. Entered automobile business as accountant with Chevrolet in Kansas City in 1930.

CURTICE, HARLOW H., exec. vice-pres. General Motors Corp. since Nov. 1, 1948; prior to that gen. mgr. buick Motor Div. since Oct., 1933. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div. as bookkeeper.

DAMMANN, WILL, original founder and pres. since 1917 of Bear Mfg. Co. Born in Scott County, Iowa, Feb. 25, 1880. Davenport Business Coll. Entered automobile business in 1912 in North Dakota as Ford dealer.

DAVIS, CHARLES S., with Borg-Warner Corp. as chmn. of bd. 1950, pres. 1929 to 1950. Born Terre Haute, Ind., 1877. Harvard Univ., A. B. degree Phi Kappa Psi fraternity. Entered automobile business in 1908 at Muncie, Ind., with Glascock Bros. Mfg. Co. with Warner Gear Div. 1919.

DAVIS, JOHNSON S., with Borg-Warner Corp. since 1932; pub. rel. dir. since 1943. Born in Muncie, Ind., 1908. Prep sch., Columbia. Entered automobile business in 1918 at Muncie, Ind., with Glascock Bros. Mfg. Co. as mascot for ball team. Member of SAE.

CRAWFORD, H. L., with Studebaker Corp. as used car merchandising mgr. since 1938. Born in Terre Haute, Ind., in 1905. Rose Poly.; Univ. of Illinois. Entered automobile business in 1926 at Detroit with Fisher Body prod. dept.

CRONIN, JOHN J., with General Motors Corp., vice-pres. and gen. mgr. Fisher Body Div. Born Feb. 10, 1895, in Detroit. A.B. degree 1915 Univ of Detroit. Joined Fisher Body June 1, 1918, following Army service.

CRONIN WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

CROSLEY, Jr., POWEL, with Crosley Motors, Inc., as pres. and treas.; Cincinnati Baseball Club Co., chmn. of bd. Born Cincinnati, 1886. Ohio Military Inst., Univ. of Cincinnati. Phi Delta Theta. Entered automobile business in 1905 at Cincinnati.

CROSS, FREDERICK R., with Stewart-Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWDER, CHARLES R., with Van Norman Co. as vice-pres. since Nov. 9, 1945, gen. mgr., Apr. 12, 1951. Born in Blackstone, Va., March 1, 1907. High school. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Came with Van Norman in 1929, missionary work.

CROWLEY, A. H., with Lincoln-Mercury Div., Ford Motor Co., as mgr., product prom. and distribution since 1952. Entered automobile business in 1923 in Boston on sales staff.

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EVERYTHING A PAINT SHOP NEEDS!

● **Every Ditzler Automotive Finish** is the best that nearly half a century of specialization can produce. Ditzler began by making fine japan colors for carriages. As the modern motor car evolved from the horseless carriage, Ditzler developed and perfected many new finishes of finest quality for leading automobile, truck and bus manufacturers. Today, Ditzler's complete line includes everything needed to make a car look better longer. That's why so many paint shops use Ditzler finishes. Operators know that these fine finishes do the job more efficiently, more economically and with greater satisfaction to the car owner.

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COLORS

● **Thousands** of colors in famous Ditzco Quickset Enamel for repairing baked enamel factory finishes. Also hundreds of commercial colors for trucks.

● **No better lacquer** primer surfacer is made than Ditzler's Rip Rap. Its high solid content makes fewer coats necessary. Sands easily—feathers out without chipping or splitting.

PRIMER SURFACERS

● **Ditzler's line of DZE** colored synthetic undercoats is unsurpassed among refinishing materials for adhesion, good filling and easy sanding.

● **Ditzlac Spot Putty** is easy to use and has excellent filling, adhesion, sanding and fast-drying properties. Comes in economical one-pound tubes.

PUTTIES

● **Ditzco** synthetic glazing and spot putties can be applied directly to the metal or on top of the undercoat. Available in Gray, White and Oxide Red.

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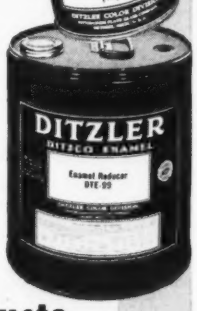
THINNERS

● **Ditzler offers** a number of synthetic enamel reducers to suit all spraying conditions. These reducers are available for hot or cold weather and normal temperatures—also for baking purposes.



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PITTSBURGH PLATE GLASS COMPANY
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DITZLER

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PITTSBURGH PLATE GLASS COMPANY

AUTOMOTIVE NEWS FAMILY ALBUM

DAVIS, PAUL R., with Studebaker Corp. as gen. sales mgr. since Jan. 1, 1945. Born in Huntsville, Ala., Jan. 30, 1903. Georgia Tech, B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N.Y., Aug. 17, 1897. Graduated Norwich Univ. 1919. Joined Delco-Remy in 1925.

DEAN, HUGH, vice-pres. in charge of the mfg. staff of General Motors since 1949. Born in Chicago in 1888. 2 yrs. law, Chicago U., Ph.B. Entered automobile business in 1915 at Flint with Buick as laborer.

DEERY, GEORGE B., with Automotive News as associate editor since 1948. Born Tecumseh, Mich., March 34, 1906. Univ. of Michigan. Entered automobile business in 1941 at Detroit with Packard Motor Car Co. as asst. in personnel.

DEIBLER, ROBERT H., Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co. as sales prom. mgr.

DAVIS, ROBERT B., with Raybestos Div. as vice-pres. and gen. mgr. since 1939. Born in Paterson, N. J. Mt. Hermon, Rutgers Coll. Entered automobile business in 1909 in Chicago with Motor Car Supply Co. as salesman.

DAY II, GEORGE H., with Chicopee Mfg. Corp., Lumite Div., as vice-pres., gen. sales mgr., since Mar., 1919. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

DE BOLT, G. FRED, with Ross Roy, Inc., as vice-pres. in charge of Dodge truck account since 1949. Born at Tittabawassee, Mich., Oct. 8, 1903. Univ. of Mich. Entered automobile business in 1931 with Dodge as sales promotion copy writer.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

DELANEY, GEORGE A., Chief engr. of Pontiac since 1946, asst. prior. Entered auto field with Paige Detroit Motor Car Co., 1920, as product engr. Graduated with Engineering BS from Univ. of Missouri (Columbia). Born in Centerview, Mo., Feb. 11, 1895.

DELAUNEY, ALLEN M., with Pacific Finance Corp. as exec. vice-pres. and dir. since 1942. Born Baltimore May 5, 1891. Entered automobile finance business in 1924 at Baltimore with Manufacturers Finance as clerk.

DeLIND Jr., JOHN W., with Borg-Warner Int. Corp. as pres. since 1946. Born Napoleon, O., Oct. 13, 1895. Michigan State Coll., Detroit Inst. of Tech. Entered automobile business in 1914 at Chicago with Splitdorf Electric Co.

deMARTINI, WALTER P., with Kaiser-Frazer Sales Corp. as vice-pres. in chg. of sales since 1949. Born San Francisco Apr. 17, 1913. Univ. of California. Entered automobile business in 1947 at Willow Run with Kaiser-Frazer Corp. as dir. of serv. and became dir. of sales in the following year.

DeMOTT R. H., with SKF Industries, Inc., as pres. since Nov. 1, 1950. Born Tenafly, N.J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DeMULLER, MARCEL F., Willys-Overland Export Corp., Toledo, O., pres. and gen. mgr. Born in Epinal, France in 1901. Educated University Nancy, and University Dijon, France, foreign trades, languages, Latin law. Joined Willys-Overland in 1944. Entered automobile export business as manager New York office of Chrysler Export Corp. in 1930.

DEN UYL, SIMON D., with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

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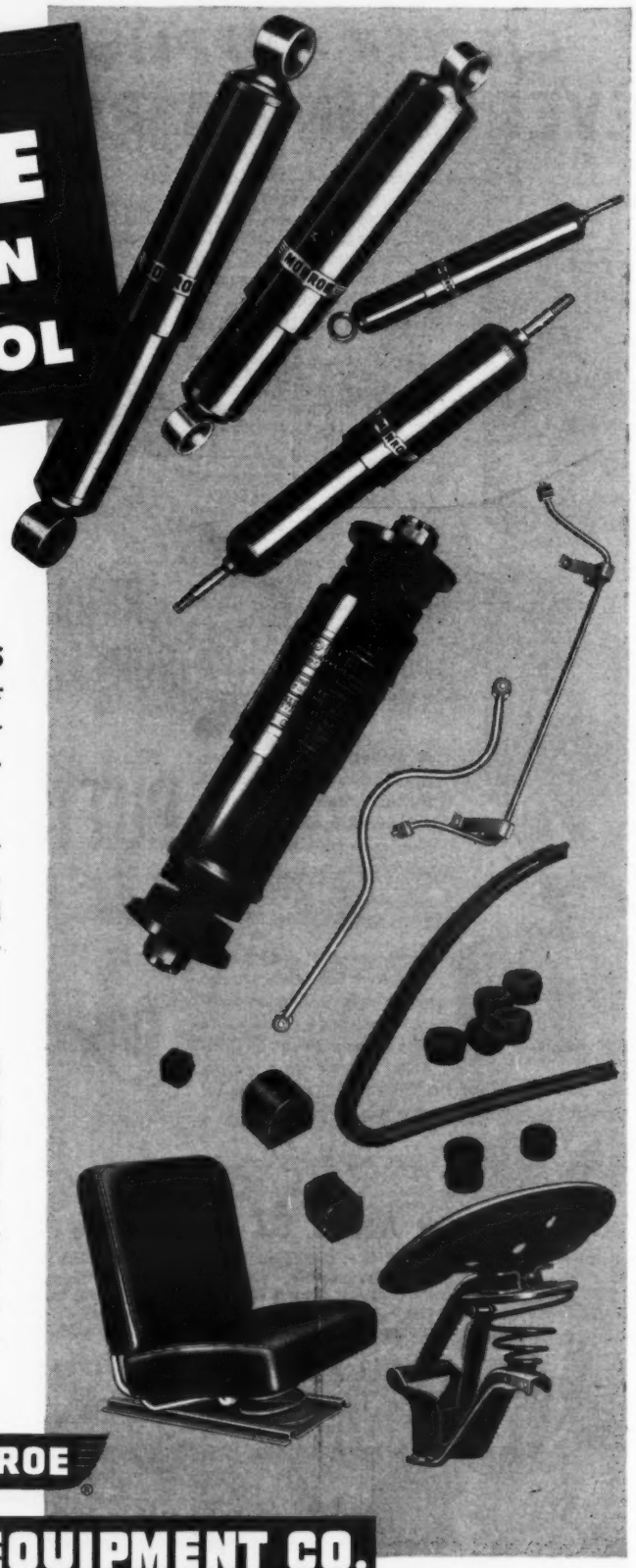

SHOCK ABSORBERS, SWAY BARS AND STRUTS to give a smoother, safer ride for automobiles, trucks, busses, railway cars, motorcycles and military vehicles.

MOLDED RUBBER PARTS for hundreds of automotive and industrial applications—produced on a new high speed continuous injection machine for precision molding.

E-Z RIDE SEATS with variable rate coil spring and hydraulic shock absorber to smooth the ride for tractor users, bus and truck drivers, locomotive engineers and operators of many types of military vehicles. Automatically self-adjusting to the weight of any driver . . . standard equipment on more makes of farm tractors than any other tractor seat . . . a million in use.

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MONROE AUTO EQUIPMENT CO.

Monroe, Mich. — World's Largest Maker of Ride Control Products

AUTOMOTIVE NEWS FAMILY ALBUM

DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. since 1942. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DOCK, ERNEST C., with Dodge Div., Chrysler Corp., as gen. sales mgr. since Sept., 1951. Born Punxsutawney, Pa., Dec. 19, 1912. Entered automobile business in 1933 at Tarrytown, N. Y., with Chevrolet as accountant.

DOMAN, CARL T., with Ford Motor Co. as mgr. service dept., Ford Div., since 1950 Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich., B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y. with H. H. Franklin Mfg. Co., as electrical engr.

DOSS, H. C., with Nash-Kelvinator Corp. as vice-pres. chge. of sales Nash Motors Div. since 1944. Former gen. sales mgr. Ford Motor Co. Duke Univ., Academic Law. A.T.O. frat. Entered automobile business in 1911 at Oklahoma City with Ford Co.

DOWNEY, TIMOTHY "TOM" C. Works mgr. for Oldsmobile Div. since 1946. Joined General Motors with Hyatt Roller Bearing Co. in 1916. Joined Chevrolet in 1923. Born at Dollar Bay, Mich., Sept. 21, 1892.

DESMOND, LEO F., with Dodge Div., Chrysler Corp., as director of advertising and merchandising since April, 1951. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., 1899. One year college. Entered automobile business in 1918 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

DONALDSON, BEN R., director of adv. and sales promotion, Ford Motor Co., since 1945. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DOUGLAS, EARL M., with Studebaker Corp., Pacific Div. as gen. mgr. since 1947. Born Kokomo, Ind., July 13, 1900. Entered automobile business in 1919 at Kokomo, Ind., with Haynes as inspector.

DUFFY, IRVING A., vice-pres., purchasing, Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb., 1949.

DETWEILER, D. E., of United States Rubber Co., as advertising and sales promotion mgr., Fisk-Gillette Tire Div. since 1950. Born Plainfield, N. J. on July 3, 1904. N. Y. Univ. and Columbia. Entered automobile business in 1936 at New York with Tire Div., U. S. Rubber Co., as sales prom. rep.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., May 18, 1908. Univ. of Michigan. Entered automobile business in 1928 at Toledo with DeVilbiss Co. as prod. worker.

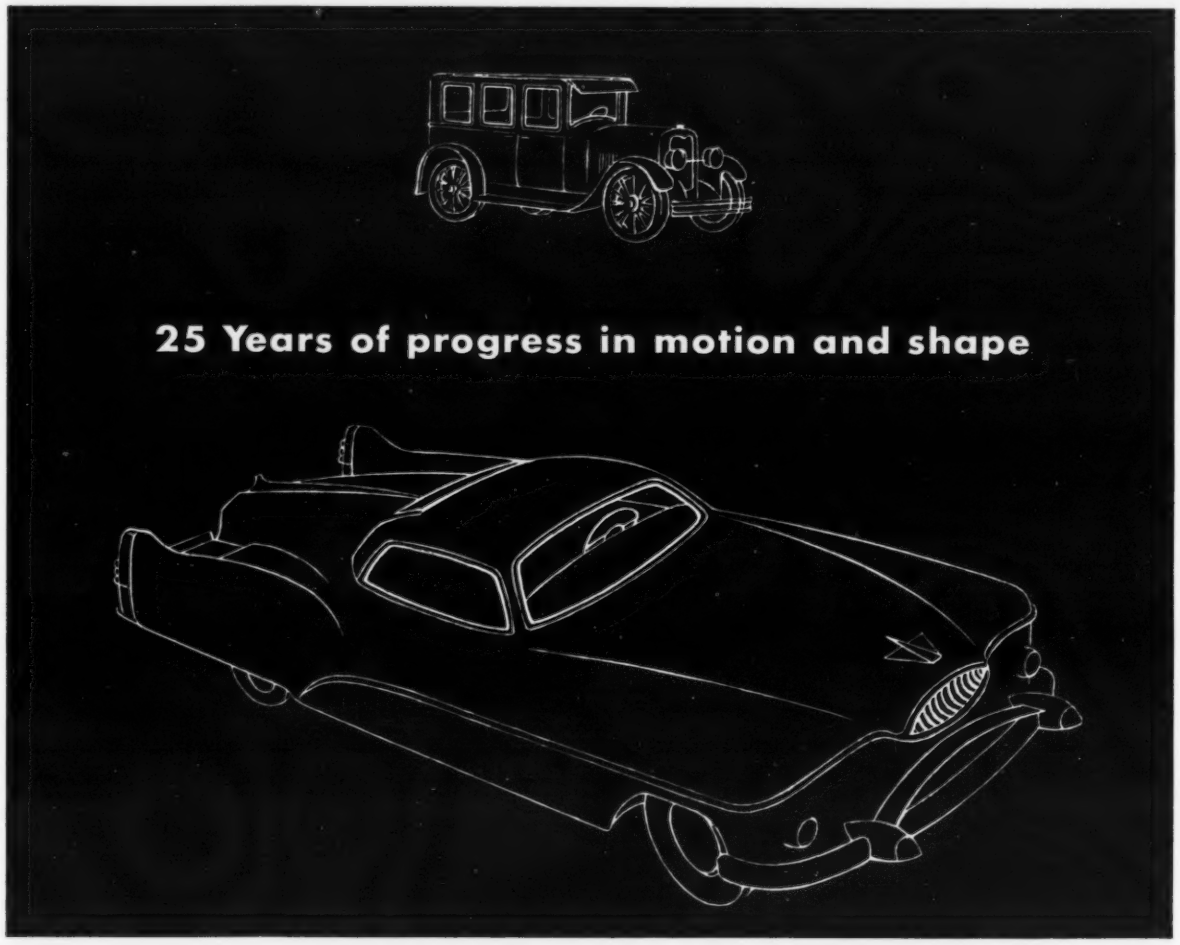
DeVLIEG, RAY A., with Nash-Kelvinator Corp. as vice-pres. in charge of mfg. since 1943, with company since 1936. Born Grand Rapids, Mich. Detroit Tech. H. S. Entered automobile business in 1910 at Detroit with Cadillac Motor Car Co. as designer.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg Acad, Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1906 at San Francisco with Jeffery-Dewitt Co.

DIETZ, ARTHUR O., Pres. of C.I.T. Financial Corp. parent Co. of Universal C.I.T. Credit Corp. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

DINSMORE, RAY P., with Goodyear Tire & Rubber Co. as vice-pres. since 1943. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.



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This is how we help create a degree of safety, luxury, and utility, in even low-priced cars, that would have seemed fabulous twenty-five years ago.

Making the future come easier

In our twenty-fifth year, our business is still making change come easier by solving the problems created by change. Your inquiry will put our engineering staff to work . . . promptly.

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DETROIT SALES OFFICE: 316 FISHER BUILDING, DETROIT 2, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres., Coated Abrasives Div., since 1948 Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B. A. degree. Started 1921 with 3M.

DURBAN, C. J., with U. S. Rubber Co. as asst. adv. dir. and sales prom. mgr., tire div. Born Philadelphia, 1893. Educated at Germantown Acad. Entered automobile business in 1927 at Garrettsville, O., with Polson Rubber Co. as sales and adv. mgr.

EARL, HARLEY J., with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B.S. Entered automobile business in 1919 at Los Angeles with Carl Carriage Works as mgr.

EDELLSTEIN, GEORGE J., Willys-Overland Motors, Inc., dir. of purchasing. Born in Washington, Pa., in February, 1904. Cass Technical High School Detroit. Entered automobile business with Willys-Overland in 1923.

ELDREDGE, GORDON C., with Ford Motor Co. since 1947. Now mgr. Adv. Dept., Ford Div. Born in Adrian, Mich. Univ. of Mich., B.A. degree.

DUNCAN, A. E., with Commercial Credit Co. as chmn. of bd. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DYKSTRA, JOHN, with Ford Motor Co. as vice-pres. Aircraft Engine, Tractor and Machined Products Group since 1947. Born in Netherlands Apr. 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

EDDINS, DANIEL S., with Plymouth Div., Chrysler Corp., as pres. and gen. mgr. since 1934. Born Waco, Tex. High school. Entered automobile business in 1911 at Dallas with Studebaker as traveling representative.

EDGAR, GRAHAM, with Ethyl Corp. as vice-pres. since 1932. Born in Fayetteville, Ark., Sept. 19, 1887. Univ. of Kentucky, B.S. Yale Univ., Ph.D. Entered automobile business in 1924 at Dayton, O., with Ethyl Corp.

ELLIOTT, KENNETH B., with Studebaker Corp. as exec. vice-pres. since 1951. Born Lebanon, Mo., Jan. 22, 1896. Drury College, A.B. degree. Entered automobile business in 1928 at South Bend with Studebaker Corp. as asst. treas.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. Pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High school. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

ERICKSEN, WILLIAM N., with Helms Industrial Development Co. as sales mgr. since 1946. Born Grand Rapids, Mich., June 9, 1919. Entered automobile business in 1945 at Grand Rapids with Helms Industrial Development Co. as salesman.

ERICKSON, E. A., with Lincoln-Mercury Div. of Ford Motor Co., as parts and accessories mgr. since May 13, 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

EVANS JR., EDWARD S., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres.

EVANS, RONALD K., General Motors Corp. Exec. Vice-Pres. & Dir. since 1950. Born in Big Rapids, Mich., Aug. 17, 1889. Michigan State College. Entered automobile business 1920 at Anderson, Ind., with Remy Electric Co.

EWALD, HENRY T., with Campbell-Ewald Co. as pres. since 1917. Born Detroit April 20, 1885. Doctor of Laws honorary degree Wayne University. Entered automobile business at South Bend, Ind., in 1908-11 with E-M-F (Studebaker Corp.) as asst. adv. mgr.

FAIRHURST, WILLIAM, with Spicer Mfg. Div. of Dana Corp. as vice-pres. and sales mgr. since 1925. Born in Paterson, N. J., in 1891. Yale Univ., Ph.B. degree. Entered automobile business in 1914 at Detroit with Packard as apprentice.

AUTOMOTIVE NEWS FAMILY ALBUM

FALVEY, JAMES P., with Electric Auto-Lite as vice-pres. since 1943. Born in Detroit in 1904. Univ. of Detroit, LL.B. degree. Entered automobile business in 1934 at La Crosse, Wis., with Moto Meter Co. as patent atty.

FIELD, ROSWELL F., with Campbell - Ewald Co. as vice-pres. since 1935; joined 1925. Born in Chicago, Ill., March 27, 1893. Univ. of Ill.

FIRESTONE JR., HARVEY S., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ., B.A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FISCHER, LAWRENCE W., with Timken-Detroit Axle Co. as vice-pres. since 1921. Born Yonkers, N. Y., Dec. 9, 1895. Entered automobile business in 1919 at Detroit with Continental Motors as draftsman.

FLECK, A. H., with Studebaker Corp. Export Div. as gen. sales mgr. since 1940. Born in Huntington, Ind., July 19, 1900. High school. Entered automobile business in 1921 at South Bend, Ind., with Studebaker as mechanic.

FARR, WARREN H., pres. and gen. mgr. Ainsworth Mfg. Corp. Born Flint, Mich., June 25, 1889. Entered automotive industry in 1903 with Buick. Joined Budd Wheel Co. as gen. mgr., vice-pres. and dir. 1927. Upon merger with the Budd Co. was vice-pres. in charge of Operations and director until Jan. 1, 1951.

FINLAY, ROBERT M., with Automotive News as managing editor since 1944. Born Detroit 1913. Wayne Univ. Entered automobile business in 1943 at Detroit after eight years on editorial staff of the Detroit Free Press.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A.B. degree.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. in charge of mfg., also pres. Pekin Wood Products Co., of West Helena, Ark. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FAUST, W. L., vice-pres. and dir., with Socony Vacuum Oil Co., Inc., since June, 1929. Born Bryn Mawr, Pa., 1895. Attended Stevens Inst. of Tech., M.E. degree.

FAY, BYRON A., with Electric Auto-Lite Co. as vice-pres. and dir. since 1939. Born Columbus, O., Nov. 24, 1882. Ohio State Univ. Entered automobile business in 1904 at Columbus with Columbus Buggy Co. as plant engr.

FENN, LEO E., with Packard Motor Car Co. as eastern div. sales mgr. since Oct., 1951. Born May 26, 1902, in Jackson, Mich. Entered automobile business in 1924 in retail sales, later sales mgr. Ford branches in Cincinnati and Louisville. Joined Packard as Cincinnati zone mgr.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres. and comptroller 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

FERGUSON, JAMES R., with Packard Motor Car Co. as chief engr., aircraft, automotive engr. div. since Feb. 1, 1951. Born in Almont, Mich., June 19, 1885. Univ. of Michigan, B.S. degree. Entered automobile business in 1909 at Flint, Mich., with Weston-Mott Co. as mech. draftsman.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

FERRY, HUGH J., with Packard Motor Car Co., pres. and treas. since Dec., 1949. Born in Grand Rapids, Mich., Dec. 14, 1884. Detroit Tech. Inst. Entered automobile business in 1910 in Detroit with Packard Motor Car Co. as cost acct.

Year after year after year

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Listed here are the premiums earned by Resolute Insurance Company for the past five years

YEAR	1947	1948	1949	1950
PREMIUMS EARNED	$3,468,423	$6,418,030	$10,157,906	$13,632,025

1951

$14,771,467

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STREET
CITY
STATE

AUTOMOTIVE NEWS FAMILY ALBUM

FLEMING, NEIL A., with Ditzler Color Div., Pittsburgh Plate Glass Co. as sales mgr., distr. sales div., since 1920. Born in Winslow, Ariz., Dec. 1, 1891. Entered automobile business in 1909 at Flint, Mich., with Buick as mach. parts inspector.

FORD, BENSON, with Lincoln-Mercury Div., Ford Motor Co., as vice-pres. of Ford Motor Co. and dir. of Lincoln-Mercury Div. since Jan. 30, 1948. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1940 with Ford Eng. Lab., Dearborn, as student.

FORD RUSSELL G., with Chevrolet Div. of General Motors Corp. mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941. Born St. Louis, Mo., Mar. 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in chge. of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ., Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FORD II, HENRY, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co. as grease monkey.

FORD, WILLIAM C., with Ford Motor Co., as mgr. of quality control, gas turbine plant, Lincoln-Mercury Div., dir. since June 4, 1948. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1941 at Dearborn, Mich., with Ford Motor Co., in chemical laboratory.

FRAZER, JOSEPH W., with Kaiser-Frazer Corp., Willow Run, as vice-chmn. of board since 1949. Born Nashville, Tenn., March 4, 1892. Sheffield Scientific Scl., Yale Univ. Entered automobile business in 1912 at Detroit with Packard Motor Car Co. as mechanic.

FRENCH, CHARLES J., with Chevrolet Motor Div. since Jan., 1950, as nat. pub. relations dir. Born Newcastle, Pa., Jan. 4, 1896. High school. Entered automobile business in 1936 at Detroit with Chevrolet Motor Div. on special assignments.

FREY, JULIAN J., with Ethyl Corp. as mgr. of sales operations since 1944. Born Baltimore, Md., March 28, 1905. Lehigh Univ., B.S. degree. Entered automobile business in 1927 at Detroit with Ethyl Corp. in engrg. dept.

FRIES, VOLLMER W., with White Motor Co. as vice-pres. in chge. prod. since 1943. Born Pleasant Valley, N. Y., July 17, 1902. Rensselaer Poly. Inst., E.E. degree. Entered automobile business in 1924 at Cleveland with White Motor Co. as tech. apprentice.

FRITZ, HOWARD E., with The B. F. Goodrich Co. as vice-pres., research, since 1946. Born New Portage, O. (now Barberton), Dec. 28, 1888. Ohio State U., B. in Chem. Engrg., M. in Chem. Engrg., Prof. in Chem. Engrg., Ph.D. in Chem Engrg. Entered automobile business in 1925 at Akron with The B. F. Goodrich Co. as salesman to chemical industries.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914, and worked with father in blacksmith shop from 1910 until forming of trailer company.

FRUEHAUF, HARVEY C., with Fruehauf Trailer Co. as chmn. of board since 1949. Born and educated in Michigan. Entered automobile business in 1906, becoming vice-pres. and gen. mgr. of Fruehauf Trailer Co. in 1915 and pres. in 1929.

FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FRYER, ROY A., with White Motor Co. as Sales Promotion mgr. since 1949. Born Toronto, Can., 1903. High school, business college. Entered automobile business with present company in 1943 as assistant to dir. of ad.

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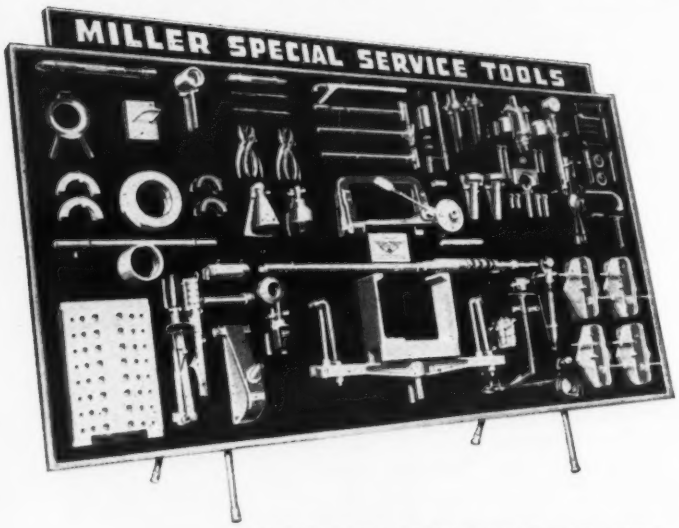

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AUTOMOTIVE NEWS FAMILY ALBUM

FUSON, SAMUEL, D., with Kudner Agency, Inc., as vice-pres. since 1945. Born in Seymour, Mo. Drury College. Entered automobile business in 1930 at New York with Erwin, Wasey & Co. as dir. of pub. rel.

GETLER, CHARLES, with Houdaille-Hershey Corp. as pres. since 1937. Born in Buffalo, N. Y., July 5, 1882. High school. Entered automobile business in 1914 at Cleveland, O., with Perfection Spring Co. as cost supervisor.

GILBERT, CARLTON, H., with United States Rubber Co. as adv. mgr. since 1951. Born in Freemont, O. Dartmouth College. Entered automobile business in 1934 at Sales Promotion Dept. Footwear & Gen. Prod. Div. with U. S. Rubber Co.

GIRARD, STEVE, with Kaiser-Frazer since 1946 as assistant works mgr., becoming general sales manager in January, 1950, and vice-pres. in chg. operations in Oct. 1951. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1950 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S. in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco-Remy Co. as engr.

GALL, CLARENCE R., with Hudson Motors of Canada, Ltd., Tilbury, as vice-pres. Born in Toronto. Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

GEYER, BERTRAM B., with Geyer, Newell & Ganger, Inc. (adv. agcy.), as pres. and chmn. of bd. since 1912. Born Dayton, O., March 16, 1891. Steel H. S.

GILBERT, HENRY H., with Ford Motor, engineering staff as laboratory engineer, testing laboratories dept. Born in Bridgeport, Ind., Feb. 12, 1891. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1915 at Detroit with Cadillac Motor Car Co. as experimental engr.

GLOSTER, ROBERT F., with Studebaker as regional mgr. in chg. of New York area since 1937. Born in Chicopee Falls, Mass., May 29, 1898. Holy Cross. Entered automobile business in 1919 at Springfield, Mass., with Willys-Overland as retail salesman.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GAMBLE, DAVID E. with Borg-Warner Corp. as pres. Borg & Beck Div. Born Moline, Ill., 1887. High school. Entered automobile business in 1908 with Midland Motor Co. as asst. supt. and chief engr.

GARRETT, PAUL, with G. M. Corp. as vice-pres. since 1940, dir. pub. rel. since 1931. Born in Lincoln, Kan., 1891. Whitman College, B.S.; Columbia Univ., A.M. Phi Beta Kappa, Phi Delta Theta. Entered automobile business in 1931 with G. M. as dir. pub. rel.

GASKIN, DENIS C., with Studebaker Corp. of Canada as vice pres. and gen. mgr. since 1931. Born Montreal, Que., Feb. 5, 1898. High school. Entered automobile business in 1920 at Montreal with Ledoux-Jennings Ltd. (Reo), as clerk.

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite Div., as adv. mgr.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B.S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

GEORGI Jr., CARL, with D. P. Brother & Co., Inc., as vice-pres., dir. media since 1934. Born Detroit. Univ. Detroit. Entered automobile business in 1919 at Detroit with Maxwell Motor Car Co. in adv. dept.

GERARD, JACK H., with Automotive News as special circulation representative since 1925. Born Cleveland, O., 1887. Entered automobile business in 1902 at Cleveland, O., with Ralph & Ray Owens, Oldsmobile, as parts stockroom and grease boy.

Since 1905, Spicer Equipment has helped Studebaker build its world-wide reputation for Quality Motor Vehicles

Spicer has furnished the axles, universal joints and propeller shafts for millions of the passenger cars made by Studebaker since 1905. And for many years Spicer universal joints, propeller shafts and light delivery truck axles have been used in Studebaker commercial and armed forces vehicles. From the broad foundation of its first century of success, Studebaker looks forward into another century of growth and expansion. Spicer joins the entire automotive industry in best wishes for continued progress.

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AUTOMOTIVE NEWS FAMILY ALBUM

GOLDMAN, MARTIN E., with Aitkin-Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U.S. L. Battery Distributor as salesman.

GOODMAN, JAMES E., with B-O-P Assembly Div., GM Corp. as gen. mgr. since Jan. 1, 1948. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GORDON, MAYNARD M. (Mac), with Automotive News as associate editor since 1948. Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOULD HERBERT M., with Motors Holding Div. of General Motors Corp. as general Mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee and Cornell. Joined GMAC in Nov., 1926.

GRAHAM, THORNTON G., with the B. F. Goodrich Co. as vice-pres. since 1928. Born Lee, Mass., Jan. 30, 1889. Princeton Univ., B.E. Entered automobile business in 1914 at Akron, O., with Goodyear Tire and Rubber Co.

GOLDSTEIN, JAKE, with Automotive News as western advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B., Coe Col. LL.D.

GRACE, EDWARD R., vice-pres., Grant Adv., Inc. In advertising agency business since 1921, formerly publisher. Born Detroit, 1892. Studied Detroit Institute of Technology. Entered automobile business in 1908 with Grabowsky Truck.

GRANT JR., RICHARD H., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

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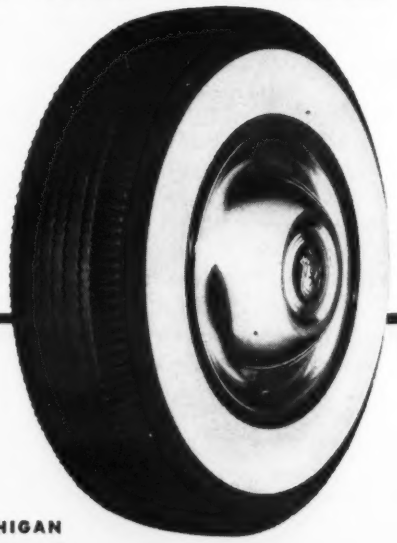

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GRAVES, W. H., with Packard Motor Car Co. as vice-pres. of engrg. since Apr., 1949. Executive engr. 1945-49. Born in Leslie, Mich., on Apr. 30, 1898. B.S. in engrg., Univ. of Michigan, 1919. Entered automobile business in 1919 with Packard engineering department.

GREEN, WILSON O., with United States Rubber Co. as sales mgr., U. S. Tires Div. since 1950. Born in Baltimore, Md., on Aug. 22, 1911. Univ. of N. Caro., Baltimore Col. of Com. Entered automobile business Aug. 7, 1935, at Charlotte, N. C. with U. S. Rubber Co. as asst. to dist. mgr.

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co. as correspondent and stenographer.

GRESHAM, NOAH O., with White Motor Co. as sales mgr. Wholesale Div. since 1949. Born in Herrin, Ill., he attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIDLEY, GLENN C., with Mechanics Universal Joint Div., Borg-Warner Corp. as pres. and gen. mgr. since 1942. Born Rockton, Ill., 1890. Beloit Coll. Academy, U. of W. Entered automobile business 1917 at Rockford, Ill., with Mechanics Machine Co. as head of planning dept.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GRIFFIN, ROBERT E., executive asst. to Oldsmobile's general mgr. With General Motors continuously since 1916. Born at Gaines, Mich., June 12, 1896.

AUTOMOTIVE NEWS FAMILY ALBUM

GROVE, HOWARD, P., with Willys - Overland Motors, Inc., as vice-pres. in chg. of sales since 1950. Born in Lester La., on July 2, 1895. Entered automobile business in 1918.

HAMLIN, J. R., ARO Mfg. Co., as vice-pres. and gen. mgr. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell - McKone Co. as salesman.

HAMMOND, GEORGE H., with Federal Motor Truck Co. as pres. and gen. mgr. since 1948. Born in Michigan, Oct. 12, 1913. Canterbury Sch., New Milford, Conn.; Princeton Univ., B.S. in M.E. Entered automobile business in 1935 in Detroit with Federal Motor Truck Co. as laborer.

HANCOCK, WILLIAM G., with McCord Corp. as vice-pres. 1944, director in 1947 and pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

GRUMBACHE, EDWARD S., with Midwest Body and Mfg. Div. as gen. mgr. since 1942. Born July 5, 1901. U.M., G.M.I.T. Entered automobile business in 1919 at Flint, Mich., with Buick Div. as payroll clerk.

HAMMOND, DEAN B., with Kaiser-Frazer Corp. as chief engr. since 1947. Vice-pres. 1951. Born in Saline, Mich., Dec. 24, 1908. U. of Michigan, B. S. Aero. Entered automobile business 1946 in Oakland, Cal., with Henry J. Kaiser Co. as dev. engr.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1, 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HARDER, DEL S., with Ford Motor Co. as vice-pres. mfg. since 1946. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at New York with Chevrolet.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

GUNDAKER JR., GUY, with the B. F. Goodrich Co. as field sales mgr. since 1944. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co. in Philadelphia sales dept.

GUSTINE, A. NEIL, King - Seeley Corp., pres. since 1947. Born in Keeler, Mich., Feb. 12, 1900. Univ. of Michigan, B.S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HADLEY, C. A. J., with Hudson as sales mgr. since 1949. Born Indianapolis, Ind., Apr. 13, 1899. Graduated Indiana Univ. 1922. Entered automobile business in 1923 as Chevrolet dealer, Jasonville, Ind. Joined Hudson 1935.

HALEY, GERARD M., with Chevrolet Div. of General Motors Corp. as director of purchases since 1949. Born in Detroit. Entered automobile business as Ford Motor Co. clerk in 1928.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLER, FRED L. Past pres. National Automobile Dealers Assn. Born in Washington, D. C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

HALLETT, JOHN L., with Kaiser-Frazer Corp. as exec. vice-pres. and gen. mgr. since 1949. Born in Seattle, Wash., Dec. 5, 1903. Univ. of Washington, B.S.M.S. Entered automobile business in 1946 in Long Beach, Cal., with Kaiser - Frazer Corp. as plant mgr.

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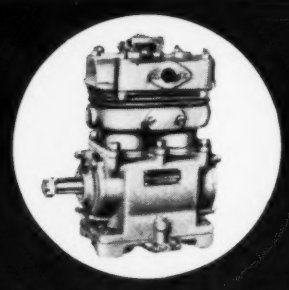

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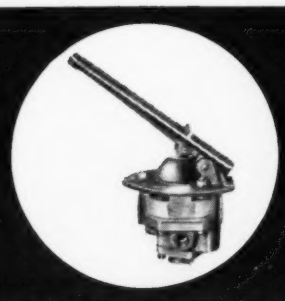
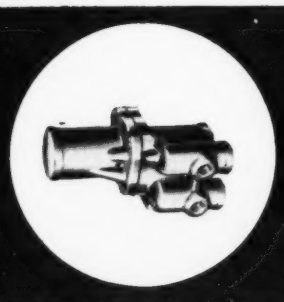


The Bendix-Westinghouse Brake Valve—main control of the system—unsurpassed for fine graduation and perfect control under *all* braking situations on *any* size vehicle.



The Bendix-Westinghouse Governor—hard-working watchman of the system—provides unexcelled assurance of adequate air pressure at all times to meet every braking need.

If you want a full 100% return on every dollar you invest in braking, it will pay you many times over to specify Bendix-Westinghouse Air Brakes for your trucks and buses. Why? Because only a complete braking system can give your vehicles the kind of performance that means highest operating efficiency at lowest operating cost. And with Bendix-Westinghouse you get the finest complete braking system money can build or buy! That's because each and every component part in the Bendix-Westinghouse system is designed to perform a specific function and to perform it better than any other make or model. For example, the rugged Bendix-Westinghouse compressor is noted for its long, reliable, trouble-free service; the brake valve for its greater capacity, finer graduation, faster application and release; the governor, for its extra dependability and ease of maintenance due to its mounting position away from high engine temperatures and excessive vibration. Put them all together with rugged Bendix-Westinghouse brake chambers and slack adjusters and they truly add up to tops in stops. Take advantage of it—specify Bendix-Westinghouse, the world's most tried and trusted air brakes!

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE COMPANY
ELYRIA, OHIO — BERKELEY, CALIFORNIA

AUTOMOTIVE NEWS FAMILY ALBUM

HARRINGTON, RALPH H., adv. mgr. General Tire & Rubber Co., all products, all divisions since 1936.

HARROW, T. T., with White Motor Co. as dir. of Export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

HARVEY, HARRY A., with Auto-Lite Battery Corp. as vice-pres. since 1938. Born Bradford, Pa., Nov. 4, 1888. Univ. of Michigan, B.S. in M.E. degree. Entered automobile business in 1912 at Niagara Falls with predecessor of present company as asst. to starter engr.

HASSELMAN, FRANK J., with St. Paul Div. Gar Wood Ind., Inc. as div. mgr. since May 1949; formerly div. sales mgr. from 1946. Born St. Paul, Minn., May 23, 1915. Univ. of Minn. Extension. Entered automobile business in 1934 in St. Paul with St. Paul Hydraulic Hoist Co. as stock handler.

HAWKES, HOWARD N., with U. S. Rubber Co., as vice-pres. and gen. mgr. tire div. since 1951. Born in Brooklyn, N. Y., June 17, 1894. Pratt Inst. Entered automobile business in 1912 at New York with U. S. Rubber Co. as tire adjuster.

HARRINGTON, F. THEODORE, with Vickers, Inc., as vice-pres., sales since 1939. Born in Cleveland O., 1903. Univ. of Akron, M.E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales mgr.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

HASSEL, CARL E., with Ross Roy, Inc., as dir. of media since 1939. Born Menominee, Mich. July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research assistant.

HATCH, JR., CLARENCE, with D. P. Brother & Co., Inc., since 1935. Has served as exec. vice-pres. since 1948, pres., Detroit Television council. Born in Savannah, Ga. Univ. of Mich., A.B. Entered automobile business in 1922 in Detroit with Chrysler Corp.

HAWLEY, FRANK M., with Morse Chain Co. as pres. and gen. mgr. since 1946. Born Sullivan, O., May 27, 1888. Ohio Wesleyan U., Case Sch. Applied Science, in Cleveland. Entered automobile business in 1911 in Elyria, O., with Garford Co. as draftsman.

HAWORTH, W. G., with Nash-Kelvinator Corp. as asso. dir. pub. rel. since June, 1943. Born in Cleveland, O. Oct. 27, 1910. Entered automobile business in 1937 as public consultant, MacManus, John and Adams.

HEBERLING, HAL B., with Plymouth div. of Chrysler Corp. as asst. gen. sales mgr. since 1944. Born Jackson, Mich., Aug. 27, 1896. Entered automobile business in 1913 in Detroit with Chalmers Motor Co. as time clerk.

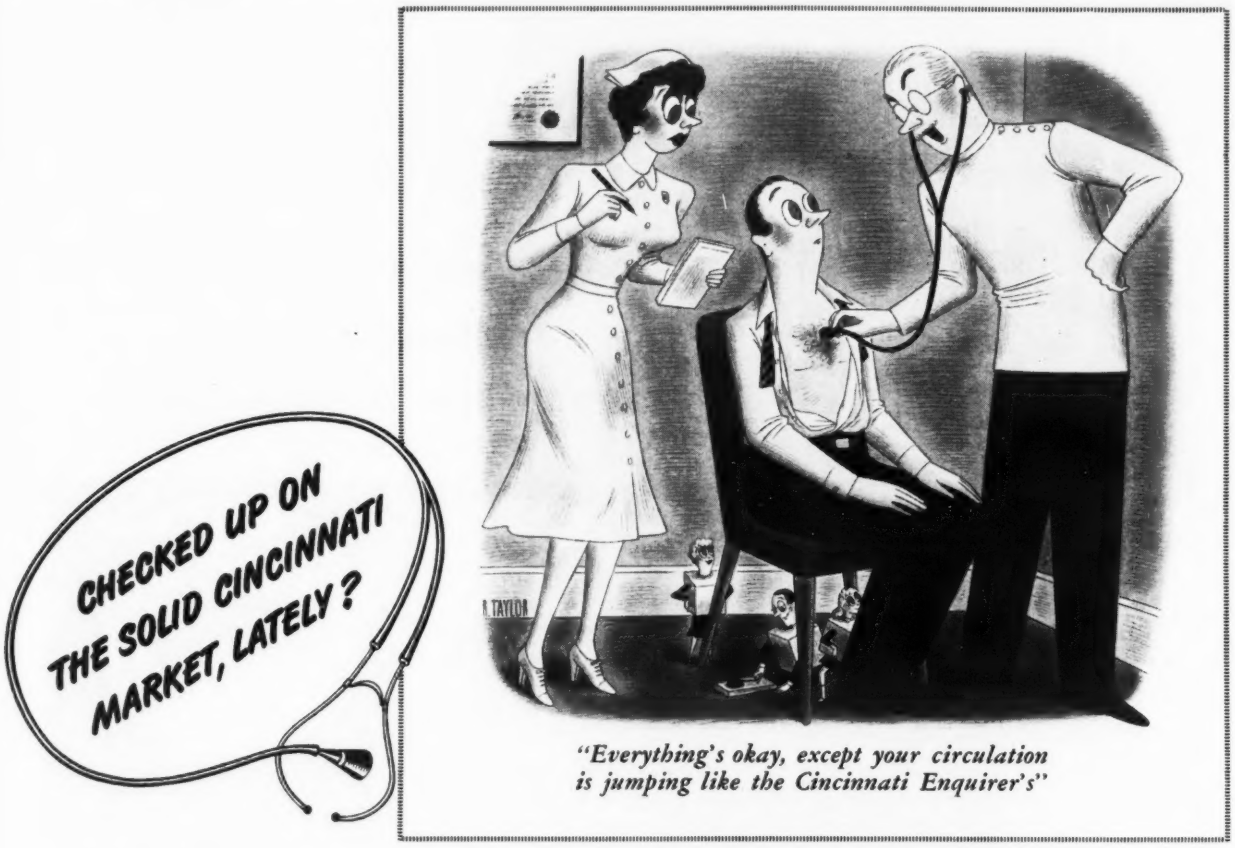
HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co. Advanced to vice-pres. in 1931 and later to exec. vice pres. Also dir. of First Wisconsin National Bank, Milwaukee.

HENDERSON, WILLIAM F. B., with E. W. Bliss Co. as vice-pres. since 1948. Entered automobile business with Maxwell Motors.

HENNINGER, ANTHONY A., with New Process Gear Corp., Syracuse, N. Y. as pres. and gen. mgr. since 1923. Born in Toledo, O., May 24, 1891. Attended public school. Entered automobile business in 1910 at Toledo, O.

HENRY, WYMAN L., with White Motor Co. as div. sales mgr. since 1950. Born Fayette, Ala., 1906. B.S. Oklahoma Univ. Entered automobile business in 1950 with present company.

HERMAN, FRANK P., with Purolator Products Co. as consultant. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.



"Everything's okay, except your circulation is jumping like the Cincinnati Enquirer's"

Population:

City Zone (A.B.C.)	814,037
Retail Trading Zone (A.B.C.)	386,566
City and Retail Trading Zones	**1,200,603**

Trend of business: Steady and solid . . . characteristic of a sound, substantial, progressive market . . . characteristic of Solid Cincinnati.

	December 1951
Cincinnati Business Index	360.8
Index of Department Store Sales	336.0
Consumers' Price Index	187.9

Period 1935 to 1939 = 100

. . . and the paper that's in solid
. . . THE CINCINNATI ENQUIRER

Coverage: The Enquirer has the largest total and combined city and retail trading zone circulation in Cincinnati, both daily and Sunday.

	Sunday Enquirer	Daily Enquirer	Post	Times-Star
City Zone	200,384	118,190	123,032	126,609
Retail Trading Zone	45,072	40,240	20,965	19,070
Total	245,456	158,430	143,997	145,679
Other	23,959	26,853	9,233	4,810
Total	**269,415**	**185,283**	**153,230**	**150,489**

Source: A.B.C. Publishers' Statement, Sept. 30, 1951

New Passenger Car Advertising: The Enquirer carries more new car linage than any other Cincinnati newspaper.

	No. Lines (1951)*	%
Enquirer	493,978	39.9
Post	327,131	26.4
Times-Star	417,742	33.7
		100.0%

*Source: Media Records

Truck and Tractor Advertising: The Enquirer has a substantial advantage in truck and tractor linage.

	No. Lines (1951)*	%
Enquirer	75,939	37.1
Post	58,667	28.6
Times-Star	70,352	34.3
		100.0%

*Source: Media Records

Total Automotive Advertising: The Enquirer is out in front and staying there.

	No. Lines (1951)*	%
Enquirer	893,411	36.6
Post	703,874	28.8
Times-Star	843,706	34.6
		100.0%

*Source: Media Records

Solid Cincinnati reads
The CINCINNATI ENQUIRER
Represented by Moloney, Regan and Schmitt, Inc.

AUTOMOTIVE NEWS FAMILY ALBUM

HERRESHOFF, A. GRISWOLD, with Engineering Div. of Chrysler Corp. since 1927 and as chief engr., Development Design, since 1945. Born Bristol, R. I., April 16, 1889. M. I. T. Entered automobile business in 1914 at New York with Mack Truck as engr.

HOBAN, JOSEPH A., with B. F. Goodrich Co. as gen. mgr., fire merchandising, since 1943. Born Cincinnati May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

HOFFMAN, PAUL G., pres. and dir. Ford Foundation since Jan., 1951. Former pres. Studebaker Corp., former Adm. of Economic Cooperation Administration. Born Chicago Apr. 26, 1891. Univ. of Chicago. Entered automobile business in 1910 at Chicago with Halladay Motor Co. as porter.

HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres., gen. sales mgr. since 1940. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HOLDEN, THOMAS H., with Ford Div. of Ford Motor Co. as mgr., Truck & Fleet Sales Dept. since January, 1950. Born in Rutland, Vt., on Feb. 15, 1911. Rutland High and Tufts College, Univ. of Detroit. Entered automobile business in 1935 at Dearborn, Mich., with Ford Motor Co., Dearborn branch, as truck representative.

HERRINGTON, ARTHUR W., with Marmon Herrington Co., Inc. as chmn. of bd. since 1941. Born Coddankam, Suffolk, Eng., March 30, 1891. Stevens Tech., M.E. degree Rose Poly. D.E. Entered automobile business in 1912 at Milwaukee with Harley Davidson Motorcycle Co. as engr.

HOELZLE, E. C., with Packard Motor Car Co. as vice-pres., secy. and comptr. since December, 1949. App. compt. 1929; vice-pres. since 1945. Joined Packard 1913 as accountant. Born March 22, 1892, in Lansing, Mich. Bus. school. Entered automobile business in 1910 with Olds Motor Co., Lansing.

HOGBEN, WILLIAM H., with Ditzler Color Co. as sales mgr. since 1929. Born Lyminge, Eng., 1889. Abbotsford Coll. of Eng. Entered automobile business in 1922 with Pittsburgh Plate Glass Co. as salesman.

HOLDEN, PARKER, with Holden, Clifford, Flint, Inc., as pres. since 1926. Born Detroit, Mich., Feb., 1897. Trinity Coll., A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

HOLLEY, EARL, with Holley Carburetor Co. as pres. since 1917. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir., since 1940. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A.B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HIGGINS, CLIFFORD B., with H & H Tube & Mfg. Co. as pres. since 1930. Born Portland, Me., May 15, 1889. Thornton Acad., Detroit Inst. of Technology. Entered automobile business in 1917 at Detroit with Wolverine Tube Co. as vice-pres., mfg.

HIGGINS, CLIFFORD H., with H & H Tube & Mfg. Co. as exec. vice-pres. since 1948. Born Portland, Me., Nov. 22, 1914. Mich. State Col. Entered automobile business in 1935 at Detroit with H & H Tube & Mfg. Co. as draftsman.

HILL, EDWARD B., with Gar Wood Industries, Inc., as vice-pres. and gen. sales mgr. since 1949. Born St. Paul, Minn., April 19, 1905. Entered automobile business in 1926 with Wood Hydraulic Hoist & Body Co.

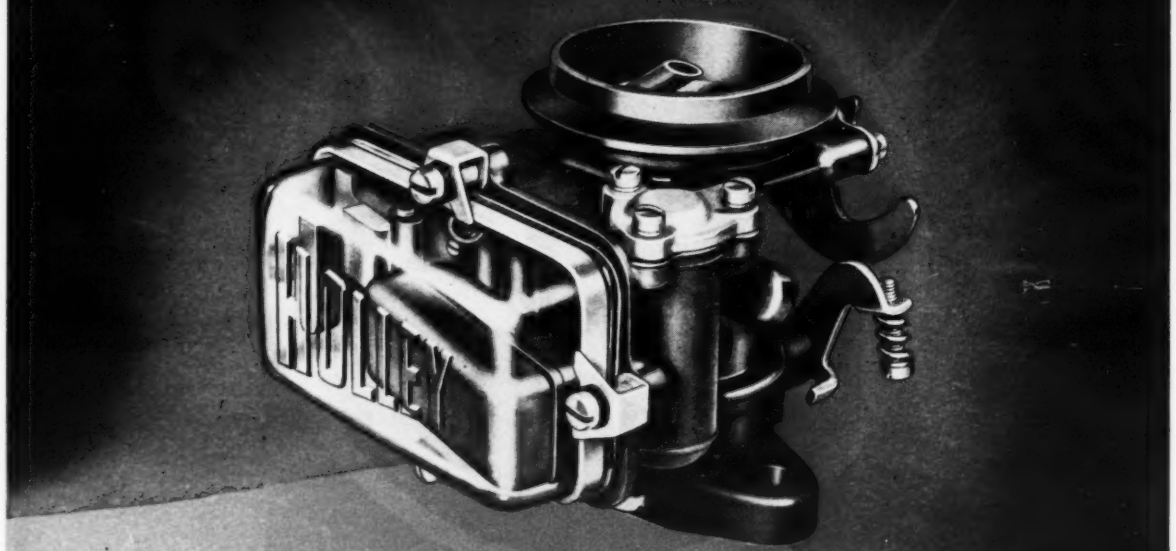
HINES, JACK C., with AC Spark Plug division of General Motors Corporation, Flint, Mich., as gen. sales mgr. since 1948. Born Carnegie, Pa., Aug. 13, 1894. Entered automobile business in 1912 in Boston, Mass., with Buick Motor Car Co. as clerk.

HITCHCOCK, HUGH W., with Packard Motor Car Co. as dir. of adv. and pub. rel. since 1945. Born Detroit June 5, 1899. U. S. Military Academy and U. of Michigan; A.B. Entered automobile business in 1922 in Detroit with Packard Motor Car Co. as adv. dept. clerk.

HITER, FRANK A., with Stewart-Warner Corp., senior vice-pres. since 1920. Born Owensboro, Ky., 1892. Entered automobile business in 1914 at Louisville, Ky., with American Automobile Co. as distributor.

FOR LIGHT CARS AND TRUCKS

A NEW CONCEPT OF CARBURETION

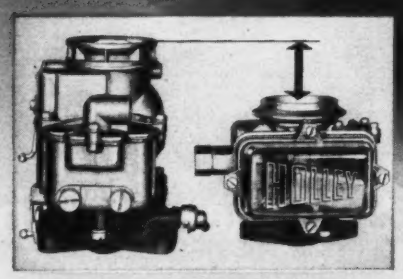


Holley Visi-flo

with a Glass Fuel Bowl

The new Holley Visi-Flo is only four inches high —nearly ⅓ shorter than previous models. The compact design and glass fuel bowl reduce the amount of scarce materials required by 33%.

Original equipment on some '52 model 6-cylinder passenger cars and trucks, the Visi-Flo is 1¼" S.A.E. standard single downdraft for 80-120 h. p. engines. This Holley model 1904 is also available with 1½" standard flange.



Elimination of the air horn casting makes the Visi-Flo 2¼ inches shorter than previous Holley models. This height saving allows the use of a conventional "hat" type air cleaner while at the same time meets the requirements of lower hood lines of the 1952 models.

FOR MORE THAN HALF A CENTURY—
ORIGINAL EQUIPMENT MANUFACTURERS
FOR THE AUTOMOTIVE INDUSTRY

HOLLEY Carburetor Co.
DETROIT 4, MICHIGAN

I-13

AUTOMOTIVE NEWS FAMILY ALBUM

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa., with Holley Brothers Co.

HOLMES, FOSTER, with Lincoln Engineering Co. as first vice pres. and treas. since 1937. Born Minneapolis, Minn., June 25 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B.S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

HOPKINS, BEN F. with Cleveland Graphite Bronze Co. as chmn. of the bd. since April, 1948. Born Cleveland, O., June 13, 1876. Central H.S., Western Reserve Acad., Adelbert Coll. of Western Reserve Univ. Entered automobile business in 1919 at Cleveland with Cleveland Graphite Bronze Co. (founded company) as pres.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn. Buick dealer since 1917, dir. American Automobile Assn. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B.A., M.A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HORNE, ALBERT E., with Dodge Div., Chrysler Corp., as adv. mgr. since 1946. Born in Detroit. Univ. of Michigan, B.A. Entered automobile business with Dodge Bros. in 1924 in Detroit.

HUDSON, R. G., with Studebaker Corp. as manager of truck division since 1936. Born in Schoolcraft, Mich., Aug. 14, 1897. Kalamazoo Coll., B.A. Entered automobile business in 1920 with Reo Motor Co. purchasing dept.

Suppliers to the Automotive Industry
for more than 40 Years

Sodium Cooled, Poppet, and Free Valves · Tappets · Hydraulic Valve Lifters · Valve Seat Inserts
Permanent Mold Gray Iron Castings · Jet Engine Parts · Heater-Defroster Units
Rotor Pumps · Motor Truck Axles · Snap Rings · Springtites · Spring Washers · Stampings
Cold Drawn Steel · Leaf and Coil Springs · Dynamatic Drives, Brakes, Dynamometers

EATON MANUFACTURING COMPANY
GENERAL OFFICES • CLEVELAND, OHIO

HUEBNER, JR., GEORGE J., with Engineering Div. of Chrysler Corp. since 1931, chief engr. of research since 1946. Born Detroit, Mich., Sept. 8, 1910. Univ. of Mich. Entered automobile business in Detroit with Ford Motor Co. in 1928 as student engr.

HUFFINES, JR., ROBERT L., with Burlington Mills Corp. of New York, pres. since 1947. Born Rocky Mount, N. C., Apr. 19, 1905. Univ. of N. C. 1922-1924, Philadelphia Textile School 1925-26, B.S. degree. Entered textile business in 1926.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in chge. of distribution since Nov. 1, 1948. Born Jersey City, N. J., June 25, 1895. Denison Coll. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

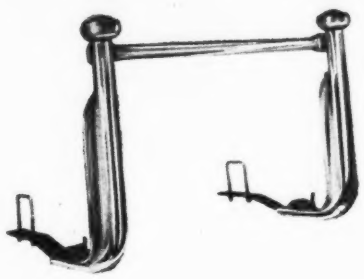
HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

HUMPHREYS, JR., HARRY E., with U. S. Rubber Co. as pres. since 1949 and chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered automobile business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

HUNGATE, VIVIAN BERYL, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

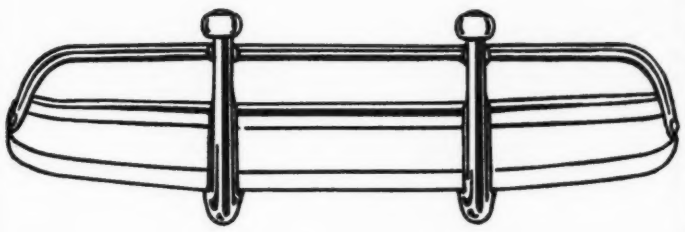
HUNT, ROY A., with Aluminum Company of America since 1903. President 1928 - 1951; chairman of exec. com. Born in Nashua, N. H., Aug. 8, 1881. Yale, 1903; A.B.

Engineered for... LASTING PROTECTION

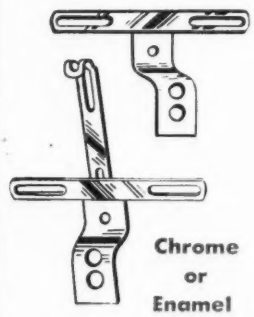


GRILLE GUARDS
TRUNK GUARDS

WINGRAIL GUARDS



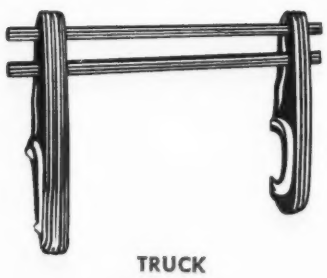
LICENSE PLATE BRACKETS



Chrome
or
Enamel

LICENSE PLATE FRAMES

Nearly
2,000,000
Pairs Sold



TRUCK
GUARDS

EXHAUST
EXTENSIONS

Every automotive accessory that bears the Cello name is the result of over 40 years of engineering experience by one of the nation's leading manufacturers.

To make sure that every Cello product is the finest of its kind Cello uses better materials, more careful workmanship and constant inspection to assure your customers of lasting satisfaction.

A satisfied customer will pay off every time in extra profits in your till.

When you sell Cello Grille and Trunk Guards you provide the best protection that money can buy. Custom styled guards are now available for all 1952 cars, as well as other models back to 1946.

License plate frames and brackets, exhaust deflectors and fender guards are all part of the complete Cello line.

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CELLO

Quality Automotive Products for Forty Years

Cello Products Co.

161 Prescott Street, East Boston 28, Massachusetts

AUTOMOTIVE NEWS FAMILY ALBUM

HUSE, JOHN O., with Chrysler Motors Parts Corp. as vice-pres. and sales mgr. since 1948. Born Winchester, Mass., June 23, 1898. Montclair, N. J.; U. S. Naval Acad., B.S.; Columbia Univ., M.S.; Technische Hochschule (Charlottenburg, Germany). Entered automobile business in 1947 in Detroit with Chrysler Corp. on gen. mgr.'s staff.

HUTCHINSON, B. EDWIN, with Chrysler Corp. as vice-pres. and dir. since 1925 and chmn. fin. comm. since 1935. Born Chicago, Ill., Oct. 2, 1888. Mass. Inst. Tech. Entered automobile business in 1921 at Detroit with Maxwell Motor Corp. as vice-pres. and treas.

HUTCHINSON, RICHARD A., with Studebaker Corp. as vice-pres. since 1951. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

INGERSOLL, ROY C., with Borg-Warner Corp. as pres. since 1950. Born Sandoval, Ill., Oct. 24, 1884. Knox Coll., Phi Gamma Delta. Entered automobile business in 1909 with Norwalk Steel & Iron Co. as manager.

IRWIN, DONALD E., with Lincoln - Mercury Div., Ford Motor Co. as industrial relations mgr. since 1946. Born in Utica, N. Y., July 22, 1913. Entered automobile business in Dec., 1945 at Detroit with Ford Motor Co. as a supervisor in industrial relations.

HUSTED, ELBERT E., with Titeflex, Inc., as pres. since 1942. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

HUTCHINSON, EDWIN T. H., with Sparks-Withington Co., Automotive div., since 1921. At present Eastern div. sales mgr., Sparton Automotive, Allentown, Pa. Born Feb. 18, 1888. High school. Entered automobile business in 1911 at Bethlehem, Pa., with Bethlehem Spark Plug Co. as salesman.

IHDE, AUGUST F., with Fedders-Quigan Corp. as vice-pres. Born Buffalo, N. Y., 1887. Univ. of Buffalo. Entered automobile business in 1907 with E. R. Thomas Co. at Buffalo and joined Fedders-Quigan Corp. in 1920 as chief engr.

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business School. Entered automobile business in 1916 at Dayton, O., with Dayton Eng. Lab. Co. as factory employe.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

JACKSON, LEE R., with Firestone Tire & Rubber Co. as pres. since Jan. 1948. Born Akron, Apr. 28. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JACOBSON, CHARLES L., with Chrysler Motor Parts Corp. as pres. since July, 1949, after being in charge of Chrysler Corp. subsidiary for four years. Prior in charge of Chrysler Evansville Ordnance. Prior 20 years with Chrysler Div. as vice-pres. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JAMES, WILLIAM S., with Fram Corp. as vice-pres. in charge engrg. and research since 1948. Born Asbury Park, N. J., 1892. George Washington Univ., B.S. in mech. eng. Entered automobile business in 1917 with U. S. Bureau of Standards as physicist.

JAMISON SR., ROBERT C., with Vibradamp Corp. as vice-pres. since 1946. Born Connersville, Ind., on Feb. 14, 1891. High school, business college. Entered automobile business in 1909 at Indianapolis, Ind., with Willys - Overland as master finisher.

JOHN, W. A. P., co-founder and chmn. of board of MacManus, John & Adams, Inc., Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A.B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept., as copyrighter.

JOHNS, J. MELVILLE, with Libbey Owens Ford Glass Co., Toledo, as gen. mgr., Fiber Glass Div. since Jan. 1, 1952. Formerly gen. mgr. ind. sales dept. since 1943. Born Brooklyn, N. Y., Oct. 4, 1901. Entered automobile business in 1922 at Charleston, W. Va., with L.O.F window glass plant.

only DELCO ENGINEERED RIDE CONTROL SHOCK ABSORBERS

GIVE YOU THESE TOP-PROFIT ADVANTAGES

ENGINEERING DEVELOPMENT

Today, as in the past, Delco is the recognized leader in shock absorber development and engineering. This is proved by the fact that Delco holds many basic patents in shock absorber design and continues to pioneer new improvements in "ride control."

MANUFACTURING FACILITIES

Delco's complete manufacturing facilities—unmatched in the industry and exclusive with Delco—insure greater accuracy, higher quality and more uniformity. Many precision operations—which Delco alone performs—insure better performance and longer shock absorber life.

MARKET COVERAGE

More than half the cars on the road today are equipped with Delco shock absorbers—more Delcos are in use than any other make. This tremendous pre-sold market is your key to easier sales—at more profit!

APPROVED PRODUCT

Leading automotive engineers specify Delco shock absorbers for more new cars than any other make. They know that Delcos fulfill all requirements for smooth, efficient and dependable operation—with assured long life.

A COMPLETE LINE

Delco makes the right type of shock absorber for every car! No matter what your customer needs, you have it with Delco. That is why more than 80,000,000 Delco shock absorbers are in use today . . . why Delco's complete line is your easiest road to satisfied customers and quick profits!

EASIEST TO STOCK

EASIEST TO SELL

Delco makes it easy for you to get into the shock absorber business by offering a wide variety of assortments that fit the requirements for *your* operation. The investment is small—the profit large! Reap the benefits of fast turnover . . . increased customer satisfaction. Get started in the shock absorber business with DELCO today! See your Delco shock absorber wholesaler today.

DELCO SHOCK ABSORBERS

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

DELCO PRODUCTS DIVISION

GENERAL MOTORS CORPORATION • DAYTON, OHIO

AUTOMOTIVE NEWS FAMILY ALBUM

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as pres. since 1939. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

JOHNSON JR., STEPHEN, with Bendix-Westinghouse Automotive Air Brake Co. as chief engr. since 1947. Born Newport News, Va. Feb. 5, 1900. Univ. of Mich., B.S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JONES, EDWIN OLNEY, with Federal-Mogul Corp. as vice-pres. and secy., bd. of dir., dir. of sales, Original Equip. Div. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JUBE, ALBERT R., with Collins & Aikman Corp., pres. since 1949. Born New York City July 26, 1888. Amherst, B.S. Entered automobile business in 1923 at New York City with Collins & Aikman Corp. as counsel.

KAISER, EDGAR F., with Kaiser-Frazer Corp. as pres. since 1945. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as pres.

JOHNSON, CARL W., Cleveland Graphite Bronze Co., senior vice-pres. since 1946. Born Red Wing, Minn., 1886. business coll. Entered automobile business in 1916 at Cleveland with Cleveland Graphite Bronze Co. as mechanic.

JONES, BLYTHE R., with Ethyl Corp Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, G. RAY, with General Motors Corp. since 1926. Joined Oldsmobile 1933. Named gen. sales mgr. for Oldsmobile July, 1949. Born in Georgetown, Tex., March 4, 1895. Univ. of Michigan.

JUDSON, FRANK W., with Pittsburgh Plate Glass Co. as vice-pres. Born at Farmington, Minn., Oct. 3, 1879. High school. With above company since leaving high school.

KAISER, HENRY J., with Kaiser - Frazer Corp. as chmn. of bd. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

JOHNSON, COURTNEY, Studebaker Corp. executive since 1939 and asst. to pres. since 1947. Born in Chicago, March 6, 1891. Lawrenceville, Princeton, C.E. degree. Entered automobile business in 1915 at Flint, Mich., with Dort Motor Car Co. as pur. agent.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice-pres. and account executive. Born Detroit, Mich. Detroit public schools. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

JOHNSON, JOHN E., with GMC Truck & Coach Div. (Gen. Motors Corp.), gen. sales mgr. truck div. Born in Marquette, Mich., Oct. 18, 1892. Northern Michigan State Normal, Univ. of Minnesota, teacher's degree. Entered automobile business in 1921 at Janesville, Wis., with Samson Tractor Co.

JOHNSON, JOSEPH, with Snap-On Tools Corp., Snap-On Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, PAUL C., with Sealed Power Corp. Exec. vice-pres. since 1948. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, PYKE, with Automotive Safety Foundation as pres. since 1942. Born Denver, Colo., June 27, 1888. Univ. of Denver. Entered automobile business in 1918 at Washington, D.C., with Auto Mfrs. Assn. as vice-pres. and Washington rep.

JOHNSON, RAY. P., adm. asst. to pres. of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg Warner.

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KALB, LEWIS P., with Continental Motors Corp. since 1921, dir. since 1939. Born Bellefontaine, O., June 24, 1888. Cornell, M.E. degree. Entered automobile business in 1911 at Elyria, O., with Garford as draftsman.

KEATING, THOS. H., with Chevrolet div. of Gen. Motors Corp. as gen. mgr. since 1949. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEENER, J. WARD, with The B. F. Goodrich Co. as vice-pres. since 1946. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Coll., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLER, KAUFMAN T., with Chrysler Corp. as chmn. of bd. since Nov. 3, 1950, after serving as pres. for 15 years. Born Mount Joy, Pa., Nov. 27, 1885. High school and night school. Entered automobile business in 1906 at East Pittsburgh, Pa., with Westinghouse Machine Co. as apprentice.

KELLER, SAM T., with Yale & Towne Mfg. Co., Aetna Ball & Roller Bearing Co., Thompson Bremer & Co. as mfg. rep. since 1937. Born Mount Joy, Pa., June 26, 1896. High school. Entered automobile business in 1920 at Detroit with Chevrolet Motor Co. as salesman.

KANZLER, ERNEST C., with Universal C.I.T. Credit Corp. as chmn. of board since May, 1944, pres., 1928-1944. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A. B., LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

KEELING, HAL R., with Keeling & Co., Inc., as pres. and treas. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir., Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

KEETON, WILLIAM F., with St. Paul Hydraulic Hoist as sales mgr. since Aug. 15, 1950. Born Detroit, Mich., Oct. 22, 1911. Entered truck equipment business with Gar Wood in 1936 as sales rep.

KELLER, ROBERT T., with Chrysler Corp. as gen. mgr. Chrysler Delaware Tank Plant since Dec., 1950; pres. of Marine and Ind. Engine Div. since 1948. Born in Detroit July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp., in Detroit.

KELLER, WILLIAM A., with Lincoln-Mercury Div., Ford Motor Co., as national used car mgr. since Jan. 1, 1950. Born in Dayton, O., Aug. 30, 1908. Entered automobile business in 1931 at Dayton.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as chief engr. since 1949. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLY, DANIEL H., with Electric Auto-Lite Co. as exec. vice-pres. since 1922; now vice-chmn. and vice-pres. Born Crestline, O., on Nov. 11, 1883. Univ. of Toledo, LL.B. degree. Entered automobile business in 1919 at Toledo with Willys Light Div. as asst. sales mgr.

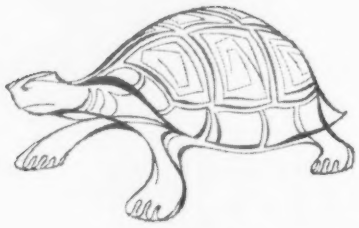
KELLY JR., WILLIAM T., with American Brake Shoe Co. as pres., American Brakeblok Div., since May, 1950. Born Mobile, Ala., June 5, 1907. Phillips Acad., Sheffield School, Yale Univ., B.S. elec. engr. business in 1928 at New York with American Brake Shoe Co. as buyer.

KEMMEL, WM. A., with Goodyear Tire & Rubber Co. as mgr. truck tire sales since April 1, 1944. Born in Akron, O., 1899. High school.

KENDALL, V. H., Universal Products Co., pres. since 1952. Born Fairbury, Neb. Univ. of Neb., B.S. degree. Entered automobile business in 1915 at Detroit with Rands Mfg. Co. as sec.-treas.

KENNEDY, JAMES G., with Redmond Co., Inc., Owosso, Mich., exec. vice-pres. since Feb., 1950. Born in Ontario, 1905. Special studies. Entered automobile business in 1923 at Oshawa, Ontario, with General Motors of Canada. In 1927 he joined Chrysler Corp. of Detroit as mgr. of distribution.

KENT, PHILIP J., with Engineering Div. of Chrysler Corp. as chief engr., Electrical Div., since 1923. Born Great Bend, Kans., Nov. 29, 1890. Cornell Univ., 1914, M.E. degree. Entered automobile business in 1916 at Detroit with Studebaker as mechanic in service dept.



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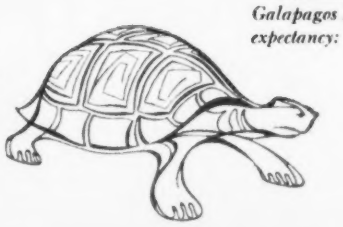

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AUTOMOTIVE NEWS FAMILY ALBUM

KETTERING, CHARLES F., with General Motors Corp. since 1912, now a director and research consultant since 1947. Born Loudonville, O., 1876. Ohio State Univ. E.E. in M.E. Entered automobile business in 1907 at Dayton, O., with Delco as part owner.

KNIGHT, GEORGE C., with Geo. C. Knight Co., pres. since 1940. Born Lincoln, Neb., Aug. 29, 1892. Prep. school. Entered automobile business in 1930 at Detroit with Detroit Metal Specialty Co.

KOUNS, L. T., with Nash - Kelvinator as western sales mgr. since 1949. Born Farmington, Ia., February, 1903. Univ. of Minn. Entered automobile business in 1923 at Ford Motor Co.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B.S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. as vice-pres. in chge. sales since 1949. Born Johnstown, Pa., June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897, U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co.

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of bd. since 1934, as pres. since 1939. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart-Warner as chmn. of board.

KREIS, H. GAIL, with AP Parts Corp. as sales mgr. since 1944. Born in Idaho on Apr. 14, 1900. Entered automobile business in 1918 at Los Angeles with Honeywell Garage, Inglewood, Calif. as a mechanic.

KRUSPAK, EDWARD J., with Automotive News since 1933; as adv. mgr. since 1942. Born New York. High school. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KULAS, ELROY J., with Midland Steel Products Co. as pres. since formation of company, 1923. Born in Cleveland, O., on March 21, 1880. Cleveland Public schls., Hon. Dr. of Comm. Science, Baldwin-Wallace Coll.

KIMBROUGH, WILLIAM E., with Ford Motor Co. as mgr., distribution, Ford Div. Born in Hardin, Mo., Sept. 13, 1905. Central College. Entered automobile business in 1928 at Kansas City, Mo., with Ford Motor Co. as stenographer.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A.B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as dir. of sales since 1945. Born DePere, Wis., 1903. Marquette, M.E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

KLEIN, L. W., with Gabriel Co. as exec. vice-pres. Born Edinburg, Ind., Feb. 2, 1900. Manual Training High Schl. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KLINGLER, HARRY J., with General Motors Corp. Since 1924, vice-pres., director and group executive in charge of passenger car and truck div. since Jan. 1, 1951. Born St. Clair, Mich., July 5, 1889. Entered automobile business in 1924 with GM Chevrolet Div., after service with Delco Light Co., Dayton, O.

KLOTSCH, PAUL, with Ford Motor Co. as mgr. of the Mechanical Dept. of the Scientific Lab. since 1951. Formerly chief engr. of Crosley Motors. Received Engineering Degree in Germany in 1924. In U.S.A. since 1927.

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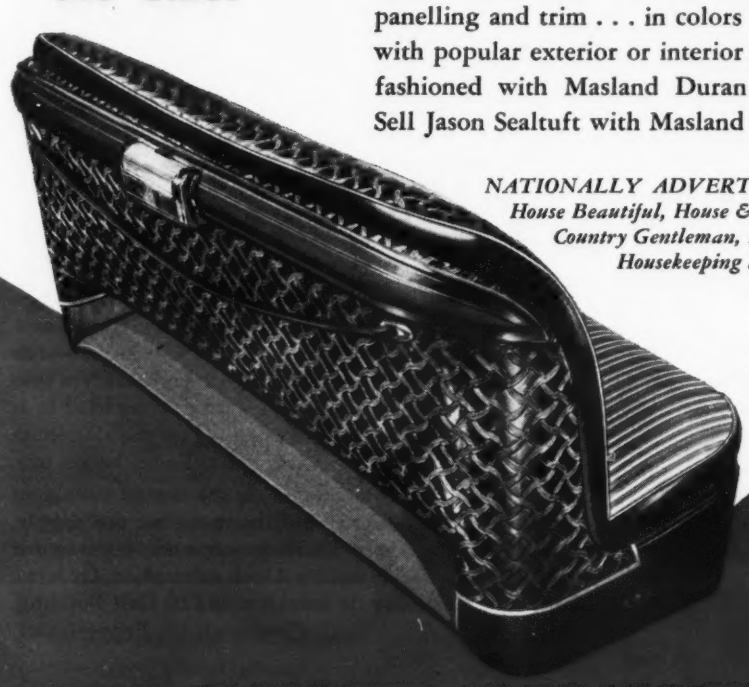

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AUTOMOTIVE NEWS FAMILY ALBUM

KYES, ROGER M., with GMC Truck & Coach Div. of Gen. Motors Corp. as vice-pres. and gen. mgr. since 1950. Born East Palestine, O. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.

LAAS A. G., with Studebaker Corp. as exec. engr. since 1947. Born in Buffalo, N. Y., 1901. Cornell Univ., M.E. degree. Entered automobile business in 1924 at Bridgeport, Conn., with Locomobile Co. as research asst.

LAMB, ERNEST P., with Engineering Div. of Chrysler Corp. at chief truck engr. since 1942. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

LANE, PAUL S., with Muskegon Piston Ring Co. as dir. of research since 1940. Born Baltimore, Md., 1903. Johns Hopkins Univ. Baltimore Polytech. Entered automobile business in 1922 with Bartlett Hayward Co. at Baltimore as chemist.

LANGHAMMER, A. J. with Chrysler Corp. as pres. of Amplex Div. since 1937. Born in Covington, Ky. B.M.E. and M.E. Cincinnati Univ. 1916. Entered automobile business in 1910 as toolmaker with Auto Crankshaft Co. Detroit.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

LAMAISON, ROBERT, with Renault Selling Branch as vice-pres. and gen. mgr. Born Dax, France, Aug. 8, 1916.

LAMBORN, FREDERICK J., with Chrysler Corp., Dodge Div., as vice-pres. and gen. mgr. since 1943. Born Springfield, O., Oct. 29, 1888. Entered automobile business in 1911 at Detroit with Dodge Bros. as toolmaker.

LANG, HOWARD K., with Toledo Steel Products Co. as sales mgr. since 1946. Born Toledo July 9, 1901. Mt. Herman Boy's School, Ohio State. Entered automobile business in 1923 at Minneapolis with Reinhard Bros. Co. as salesman.

LARKIN, STOREY M., with Caldwell, Larkin & Co., Inc., Indianapolis, as vice-pres. since 1945. Born in Franklin, Ind., Apr. 29, 1897. Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

LAUGHLIN, THOS. F., with Studebaker Corp. as asst. sales mgr. since 1914. Born Hot Springs, Ark., 1894. High school. Entered automobile business in 1911 at Hot Springs, Ark., with Westcott Motor Car Co. as mechanic's helper.

LaVIEZ, LEE R., with L. Sonneborn Sons, Inc., as sales mgr. since 1938. Born Towson, Md., Feb. 1899. Univ. of Maryland. Entered automobile lubricants field in 1920 at Baltimore with Pittsburgh Oil Refining Corp.

LAWLER, NORMAN F., with Nash-Kelvinator Corp., Nash Motors Div., as dir. of adv. and sales prom. since June, 1945. Born Alexandria, Va., July 1, 1905. Devitt Prep., U. of Virginia, Strayers Bus. Coll., Amer. Inst. of Banking. Entered automobile business in 1938 at Detroit with McCann-Erickson as acct. exec.

LAYTE, RALPH R., with Purolator Products, Inc., as pres. since 1941. Born in Boston. Acadia Univ. Entered automobile business in 1925 with Purolator Products, Inc., as exec. vice-pres.

LEE, JAMES A., with Nash-Kelvinator Corp., dir. of Nash purchasing since 1944. Born Wesson, Miss., Aug., 1900 Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisiana.

LEE, II, JAMES W., with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LEMMER, HARRY J. with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

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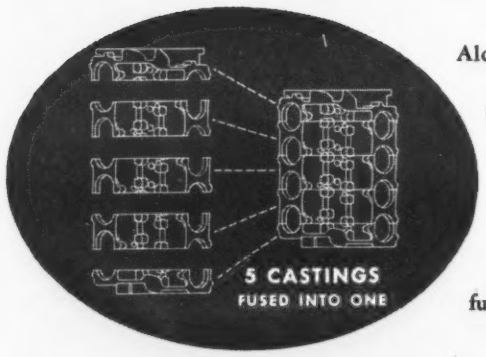

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AUTOMOTIVE NEWS FAMILY ALBUM

LENNERTS, A. J., with Gar Wood Ind. in Wayne, Mich., as div. mgr. since 1951. Born Sante Fe, Argentine Rep. on Jan. 12, 1894. Collegiate Inst., I.C.S., M.E. degree. Entered Industrial mfg. in 1926 at Detroit, Mich., with Buhl Mfg. Co. as wks. mgr.

LITTLE, H. G., with Campbell-Ewald Co. as exec. vice-pres. since June, 1944. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LODGE, HENRY D., with Arrow Safety Device Co. as sales mgr. since June 1, 1947. Born Philadelphia Jan. 20, 1908. St. Joseph's College, Temple Univ., Rutgers Univ. law school, LL.B. degree. Entered automotive business in 1946 at Mt. Holly, N. J., with Arrow Safety Device Co. in sales dept.

LONGENECKER, E. D., with Lincoln-Mercury Div. as national service mgr. since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ., B.S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div. as zone service rep.

LOTT, DOYLE W., with Reo Motors, Inc., Lansing, Mich., as adv. mgr. since April, 1949. Born Mason, Mich., Nov. 30, 1918. High school; Mich. State, B.A. Entered automobile business in 1947 in Lansing with Reo as asst. adv. mgr.

LENZ, ARNOLD, vice-pres. General Motors Corp., gen. mgr. Pontiac Motor Div. since Jan. 1, 1951. Born in Hauingen, Germany, May 10, 1888. Schooling in Germany and New York State (Fredonia). Entered automobile business in 1916 with Buick as foundry expert.

LLOYD, J. SAXTON, with Daytona Motor Co. since 1935. Pres. National Automobile Dealers Assn. (1952), Pres. Daytona Motor Co. Born Savannah, Ga., on Nov. 9, 1907. Entered automobile business in 1925 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employe.

LONG, RAY A., with Divco Corp., as pres. and gen. mgr. since Jan., 1949. Born in Detroit, Mich., June 28, 1888. Entered automobile business in 1905 at Detroit with Reliance Motor Truck Co. as draftsman.

LOPPNOW, EDWARD C., with Buick Motor Div. as asst. to gen. sales mgr. Born in La-Moure, N. D., Feb. 27, 1912. Univ. of North Dakota, B.S. degree. Entered automobile business in 1936 as a field representative for GMAC.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as vice-pres. since 1944. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LEONARD, CHARLES J., with Kaiser-Frazer Corp. as adv. mgr. since 1951. Born Dubuque, Iowa, in 1916. Northwestern Univ. Entered automobile business in 1946 at Long Beach, Calif. with Kaiser-Frazer as chief expediter.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr., Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

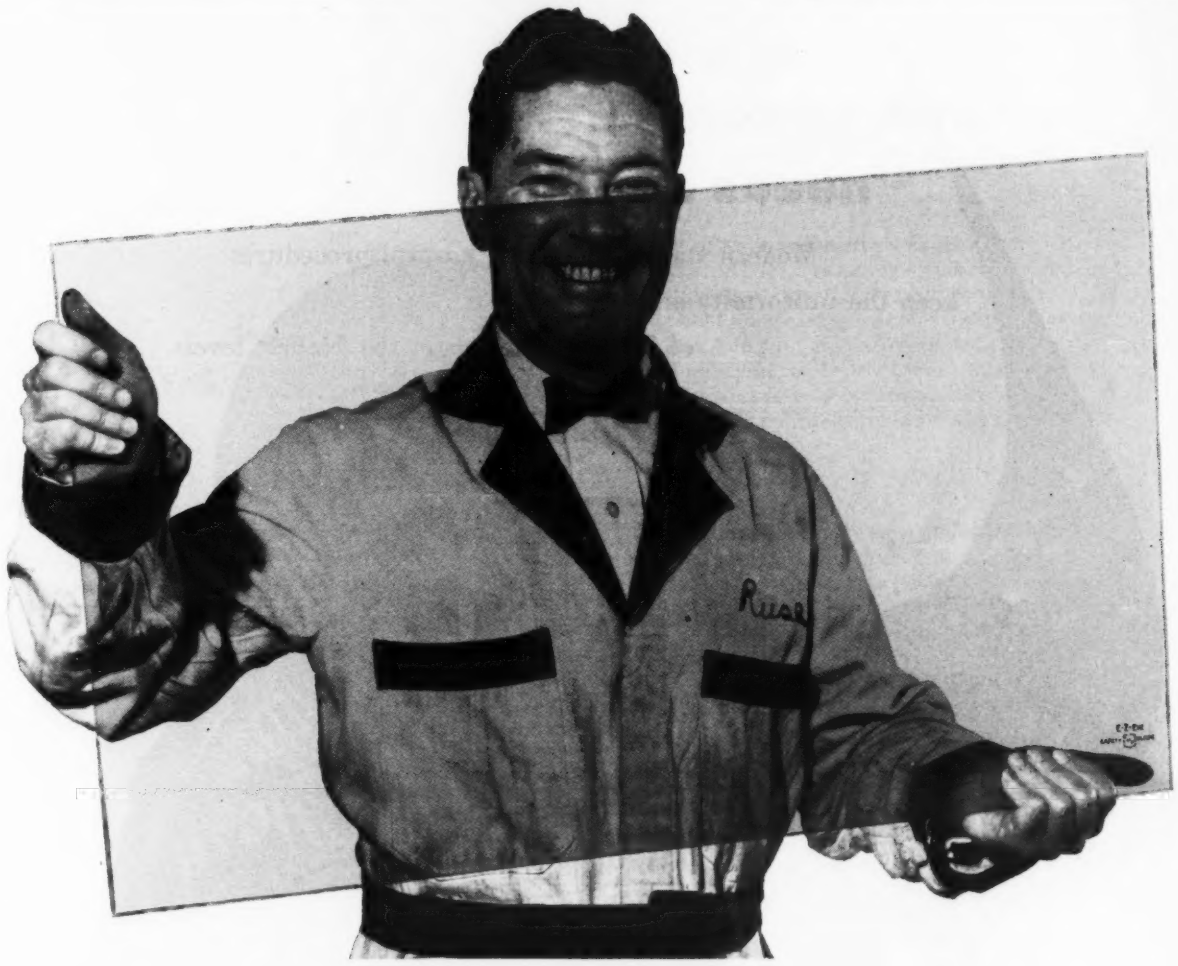
LEUKHART, GEO. A., with National Used Car Market Report, Inc., as gen. mgr. since 1930. Born Indianapolis. Business administration. Entered automobile business prior to 1910 at Indianapolis with Atlas Engine Works.

LEWIS, JR., JAMES F., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employe.

LINDQUIST, MEL B., with Ford Motor Co. as gen. industrial relations mgr. since 1945. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LINFORTH, JOHN M., with Goodyear Tire & Rubber Co. as vice-pres. since 1940. Born Philadelphia, Sept. 30, 1896. Univ. of Pennsylvania, A.B. degree 1917. Entered automobile business in 1922 at Akron with Goodyear Tire & Rubber Co.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chairman of board and re-elected pres., 1930. In 1940, chmn. of bd. and chief exec. officer. Chmn. of bd. and pres. Goodyear Aircraft Corp. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.



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LYON, G. ALBERT, with Lyon, Inc., as pres. since 1930. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

LYONS, GERRY E., with Willys-Overland Motors, Inc., as gen. sales mgr. Born in Boston, Mass., in 1901. Entered automobile business with Willys-Overland in 1922. Joined Willys-Overland Sept. 1, 1950, as mgr. New York City Willys-Overland outlet.

MacGREGOR, B. N., with Packard Electric div., G. M. Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

MacPHERSON, EARLE S., chief engineer, Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MALLON, WILLIAM L., Past-Pres. NADA (1945-'46); dir. NADA since 1938. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

LYON, JR., GEORGE A., with Lyon, Inc., as vice-pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Warton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

MACAULEY, J. B., with Ethlyl Corp. since 1945, named dir. of research 1947. Born in Washington, D. C., Apr. 2, 1896. Attended Univ. of Ill. Served First Marine Aviation Force 1917-1919. Chrysler engrg. 1923-1943. Entered automobile business in 1919 as apprentice with Packard Motor Car Co.

MacNICHOL Jr., GEORGE P., with Libbey-Owens-Ford Co. as vice-pres. in chge. of sales since 1930. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice-pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MANN, Jr., GEORGE, with General Motors Corp., gen. mgr. AC Spark Plug Div. Born in Baltimore, Md., Oct. 18, 1888. Joined AC Jan. 1, 1919, at Flint, Mich., as cost accounting supervisor.

MANSFIELD, JOHN P., with Plymouth Div., Chrysler Corp., as vice-pres. since January, 1951. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec. Also serves as gen. mgr. Bendix Radio and Television Div., Baltimore, Md.

MARIEN, MELVIN W., with Ramsey Corp. as chief engr. since 1945. Born St. Louis, Nov. 1, 1908. Washington Univ. of St. Louis, B.S. degree. Entered automobile business in 1930 at St. Louis with Ramsey Corp. as engr.

MARSHALL, JR., GEORGE W., gen. sales mgr. Asbestos Products Sales, Raybestos-Manhattan, Inc., since 1947; vice-pres in chg. of Asbestos Products Sales since 1951. Born Dayton, O., Feb. 21, 1905. Deerfield Acad. Amherst, Univ. of Penn., B.A. Entered automobile business in 1929 at Manheim, Pa., with Raybestos-Manhattan, Inc., U. S. Asbestos division, as pur. agt.

MARTIN, JOHN E., with Firestone Steel Products Co. as pres. since Dec. 15, 1947. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co.

MARTIN, ROYCE G., with Electric Auto-Lite Co. as pres. and chmn. of board. Pres., 1934; pres. and chmn., 1944. Born Clint, Tex. St. Patrick's Acad., St. Aloysius Acad. Entered automobile business in 1918 at Toledo, O.

MASON, GEORGE W., with Nash-Kelvinator Corp. as pres. since 1937; chmn. and pres. since 1948, and pres. A.M.A. since 1946. Born in Valley City, N. D., March 12, 1891. Univ. of Michigan, B.S. degree. Entered automobile business in 1913 at Detroit with Studebaker Corp. in mfg. div.

AUTOMOTIVE NEWS FAMILY ALBUM

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as pres. since 1925. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGINNIS, FRANK J., with Ford Motor Co. as mgr. of sales prom. and training, Ford Div., since Jan., 1950. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

McGOVERN, J. W., with United States Rubber Co. as vice-pres. Born in Philadelphia, Pennsylvania. Joined United States Rubber Co. in Control Division, Cambridge, Mass., 1920.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Michigan, B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

MATTHEWS, LESTER G., with Sealed Power Corp. as treas. Born in Baltimore, Jan. 10, 1889. One year high school. Entered automobile business in 1920 at Baltimore with No-Leak-O Piston Ring Co. as gen. mgr.

McGINN, HOWARD J., with Eaton Mfg. Co. as president since 1951. Born New York City, May 13, 1888. Entered automobile business in 1913 at Chicago with National Lockwasher Co. as salesman.

McGOVERN, JR., JAMES L., with Raybestos division of Raybestos-Manhattan, Inc., as replacement sales manager since August, 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINERNEY, JAMES L., with McInerney Spring & Wire Co. as pres. and gen. mgr. since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as vice-pres. and sec. since 1947. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Stover Motor Car Co. as gen sales mgr.

McCAFFREY, JOHN L., with International Harvester as pres. since 1946. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

McCANDLESS, WILSON B., with Denman Tire & Rubber Co. as pres. since 1930. Born Chicago, Dec. 13, 1900. U. S. Naval Acad., B.S. degree. Entered automobile business in 1930 at Warren, O., with Denman Tire & Rubber Company.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs, college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCUEN, CHARLES L., with Research Lab. Div., GMC, as gen. mgr.; vice-pres. G.M. Corp. since 1940. Born Stockton, Cal., May 22, 1892. Polytechnic Coll. of Engrg. (hon.) B.S. degree. Entered automobile business in 1913 at Oakland with Cole-California Car Co. as vice-pres.

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and treas. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McDOUGALD, A. F., with White Motor Co. as motor coach sales mgr. since 1946. Born Thomasville, Ga. Grad. Georgia Tech. Entered automobile business in 1937 as development engr. for Capital Transit Co.

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1945

The life of tank and aircraft engines early in the North African campaign was measured not in terms of months, weeks, or days . . . desert heat and sand wore out cylinders, pistons and rings in a matter of *hours!* Prolonged efficient operation was a military necessity and it was achieved through the application of solid chrome plate to the piston rings.

1946-50

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AUTOMOTIVE NEWS FAMILY ALBUM

McINTYRE, WILLIAM D., with Monroe Auto Equipment Co. as exec. vice-pres. and treas. since 1947. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McKINLEY, CHARLES W., with AC Spark Plug Div., GM Corp., as chief engr. automotive products, since 1931. Started with AC in 1925. Born Toledo, O., 1888. Cornell Univ. Entered automobile business in 1906 at Toledo, O., with Pope Toledo Automobile Co. as engine designer.

McLEAN, WM. S., with Fisher Body Div. of GM as gen. dir. pub. rel. and adv. since 1945. Born in Detroit. Detroit Inst. of Tech. Entered automobile business in 1913 at Detroit with Cadillac, in service dept.

McQUIGG, JOHN L., with Geyer, Newell & Ganger, Inc., since 1935, as vice-pres. since 1940. Born Los Angeles, Oct. 11, 1907. Univ. So. California. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr., automotive div., since 1936. Born Montreal, Can., 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

McKAY, ROBERT D., past pres. NADA. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKINLEY, WM. A., with Midland Steel Products Co. as vice-pres. since 1942. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. as draftsman.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

MENDLER, EDWARD C., with Studebaker Corp. as vice-pres. since 1951. Born New York City. Pace Inst., C.P.A. Entered automobile business in 1927 at Philadelphia with Studebaker subsidiary as treas.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll., Peoria, Ill., B.S. Entersd automobile business in 1928 at Lansing with Oldsmobile as expr. tester, engrg. dept.

MEYER, DONALD W., owner, Truckstell Co., pres., Truckstell Mfg. Co. since 1943. Born in Charles City, Ia., 1895. St. John's Military Acad. Entered automobile business in 1921 at Los Angeles with Ruckstell Sales and Mfg. Co. as branch mgr.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Inst. of Tech., B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co. as cost clerk.

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School, LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLER, FRANK J., with new Departure Div. Gen. Motors Corp. as gen. sales mgr. since Sept., 1948. Born Belt, Mont., July 15, 1899. High school. Entered automobile business in 1919 at Chicago with New Departure as salesman; later mgr. of Chicago office.

MILLER, FRANKLIN A., with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, LOGAN C., with Ford Motor Co., as vice-pres., Basic Products Group since Jan. 1, 1951. Born in Mattoon, Ill., Mattoon public schools, Univ. of Ill., Int. Corresp. Schools. Entered automobile business in 1914 with Ford Motor Co. as diemaker.

MILLER, MICHAEL, with Kaiser-Frazer Corp. since 1946 as vice-pres. Exec. vice-pres., 1951. Born in New York City May 29, 1900. Associated with various Kaiser enterprises on West Coast since 1931.

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AUTOMOTIVE NEWS FAMILY ALBUM

MILTON, WALTER S., with Hudson Motor Car Co. as dir. of service since 1946. Born Lumpkin, Ga., Jan. 19, 1903. Entered automobile business in 1921 at Denver, Colo., as retail salesman for Hudson distributor. Joined Hudson in 1932.

MORTELL, JOHN E., with Vibradamp Corp. as pres. & gen. mgr. since 1951. Born Kankakee, Ill., 1918. Graduate, Notre Dame Univ. 1941. Entered automobile business in 1946 at Jackson, Mich., with Vibradamp Corp. as secy.-treas.

MOTLEY, ARTHUR H., with Parade Publications, Inc., as pres. and publisher since Feb., 1946. Born in Minnesota, Aug. 22, 1900. Univ. of Minnesota, Columbia Law.

MUMMERT, ARDEN J., with McQuay - Norris Mfg. Co. as pres. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MINKEL, LEWIS EDWARDS, with Studebaker Corp. Pacific Div., as west coast sales mgr., since July, 1948. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944, at Los Angeles with Studebaker Pacific Corp. as regional manager.

MORTELL, J. W., with Vibradamp Corp., as pres., chmn. of bd. since 1951. Born Kankakee, Ill., 1892. Entered automobile business in 1928 with J. W. Mortell Co. as pres.

MOULDER, PETER V., with International Harvester Co. as exec. vice-pres. since 1946. Born Fargo, N. D., 1892. High school. Started with International Harvester in 1910 as clerk.

MUNN, C. G., with Reynolds Spring Co. as pres. since 1927. Born Chicago, 1890. Entered automobile business in 1922 with American Twist Drill Co.

MURBARGER, RICK E., with Sealed Power Corp. as Gen. Sales Mgr. since 1951. Born Indianapolis, Ind. Wabash college.

MITCHELL, JOHN J., with Liquid Glaze, Inc., as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy. as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

MOORE, NEIL A., with Federal - Mogul Corp. since Sept. 1, 1948. Now vice-pres. of Federal Mogul Service, a division of Federal-Mogul Corp. Born Erie, Pa., Jan. 10, 1898. Univ. of Mich., B.S., Ch.E., M.S.E. Entered automobile business in 1922 at Muskegon, Mich., with Continental Motors Corp. as asst. metallurgist.

MORGAN JR., WM. C., with Walker Mfg. Co. as vice-pres. in charge orig. equipment sales since Jan., 1951. Previously sales mgr., orig. equip. div., since 1946. Born Tyler, Tex., Jan. 1, 1902. Texas A. & M., Univ. of Texas, E.M. degree. Entered automobile business in 1926 at Detroit with Chrysler Corp. as proj. engr.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and director since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co., 1935-1940, as sales engr.; Aro Equipment Corp., 1940, as asst. sales mgr.

MORRISON, RAY L., exec. vice-pres., The DeVilbiss Co., Toledo, O. Born in Dawson, Pa., 1899. Entered automobile business in 1924 at Pittsburgh with Westinghouse Air Brake Co. as service rep.

MORTELL, JAMES F., with Vibradamp Corp. as vice-pres. since 1952. Born Kankakee, Ill., on Feb. 28, 1926. Graduate Univ. of Notre Dame, 1949., B.S. Commerce. Entered automobile business in 1949 at Jackson, Mich., with Vibradamp Corp. in Production dept.

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AUTOMOTIVE NEWS FAMILY ALBUM

MYERS, HARRY D., with Standard Products Co. as pres., gen. mgr. and dir. since 1947. Born Cleveland O., Nov. 20, 1904. Entered automobile business in 1929 at Cleveland O., with Thompson Products, Inc., as dir. of pur.

NASH, JEROME B., with Buick Motor Div. as asst. gen. sales mgr. in charge midwest and western regions. Born 1893 Spokane, Wash. Washington State Coll. Entered automobile industry as Buick district mgr., Waterloo, Ia.

NEALON, FRANK A., with Nealon-Gruber Co., Toledo, O., since 1951. Born Anaconda, Mont., Jan. 26, 1895. Entered automobile business in 1928 at Cleveland, O., with Packard Electric Co. as representative.

NEWBERG, WILLIAM C., with Dodge div., Chrysler Corp., as pres. since Sept., 1951. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M.M.E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

NEWMAN, JAMES J., with B. F. Goodrich Co. as vice-pres. since 1931. Born Brooklyn, N. Y., March 11, 1889. New York Univ., B.S.C. degree.

MYERS, JAMES L., with Cleveland Graphite Bronze Co. as pres. since 1948. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch.; Stevens Inst. of Technology, M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

NAVE, HENRY J., with White Motor Co. as dir. of service sales and operations since 1950. Born Attica, Ind., 1913. B.S.C. Temple Univ. Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

NELKEN, EDWIN C., with the Carlife Guaranty as sales mgr. since 1951. Born Peru, Ind., Feb. 15, 1905. Entered automobile business in 1928 at Detroit with Socony-Vacuum Co. as salesman.

NEWELL, HERMAN W., with Geyer, Newell & Ganger, Inc., as exec. vice-pres. and gen. mgr. since 1935. Born Bellefontaine, O., Dec. 18, 1897. Dartmouth, A.B., and M.C.S.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mfg. Corp. of Ga. as vice-pres. and gen. mgr.; vice-pres. since 1949; gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NIELSON, A. B., with DeSoto Div., Chrysler Corp., as eastern sales mgr. since Jan., 1946. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

NORDSTRUM, G. W., with Aetna Ball and Roller Bearing Co. as chmn. of board. Born Chicago, Oct., 1885. Educated Chicago. Entered automobile business in June, 1917, forming Aetna Ball Bearing Mfg. Co. as secy., treas. and gen. mgr.

NORTHRUP, H. M., with Hudson Motor Car Co. as vice-pres. since March, 1942, with company since 1919. Born in Michigan. College Mines & Tech. Entered automobile business in 1915 at Detroit with Dodge Brothers.

NORTON, WILBUR H., with General Motors Corp., vice-pres. in charge of policies on parts merchandising, including supervision of United Motors Div. Born Dec. 2, 1903, Hampton, N. H. Joined GM Sept. 16, 1948, on special assignment to C. E. Wilson.

NORWOOD, JOHN E., with Sealed Power Co. as sales mgr. since 1943. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

NYMBERG, R. J., with Gar Wood Ind., Inc., Wayne Div., Special Rep. Born Chicago, Ill., in 1901. Entered automobile business in 1921 at Detroit with Gar Wood Ind. as engr.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Nov. 13, 1912. Dartmouth College, A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

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AUTOMOTIVE NEWS FAMILY ALBUM

O'BRIEN, IRVING T., with Chrysler Corp. as asst. to gen. mgr. since 1943 and in chge. of subsidiary operations since Aug., 1949. Born Saginaw, Mich., July 11, 1891. Entered automobile business in 1910 at Flint, Mich., with Buick Motor Co. as workman.

ORR, HUGH BEN, with Universal Products Co., Inc., as vice-pres., sales, since 1939. Born Owensboro, Ky., June 26, 1898. Unv. of Kentucky, M.E. degree. Entered automobile business in 1935 at Detroit with Chrysler Corp.

OSTRANDER, STANLEY W., with Lincoln-Mercury Div., Ford Motor Co., as operations mgr. since 1948. Born in Whittemore, Mich., Sept. 21, 1895. Entered automobile business in 1915 at Flint, Mich., with Weston Mott Co.

PALMER, W. P., with Arndt-Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARKER, Jr., FRED W., with Timken - Detroit Axle Co. as vice-pres. since 1949. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken-Detroit Axle Co. as student engr.

O'BRIEN, JOHN DAVID, with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1897. Received B.S. from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir., Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OTTO, GEORGE W., with Cadillac Motor Car Div. as gen. parts and service mgr. since 1942. Born Cleveland, Feb. 2, 1893. Business college. Entered automobile business in 1912 at Cleveland with F. B. Stearns Co. as mechanic.

PARIS, WILLIAM E., with Willys - Overland Motors as vice - pres. Born Nov. 5, 1893. Entered automobile business in 1915 at Toledo with Willys-Overland as paint prod. worker.

PARKER, PHILIP D., with Lamp Dept., General Electric Co., as gen. sales mgr. since July 1, 1947. Born in Springfield, Mass., March 25, 1892. Entered automobile business in 1916 at Harrison, N. J., with Edison Lamp Works of G. E. Co. as salesman.

OCHS, CLARENCE I., with Eaton Mfg. Co. as Chmn. of Bd. since 1951. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as pres. since 1910. Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr. until 1944 and since then has served only as pres.

OLSON, LAWRENCE M., with R. M. Hollingshead Corp. as vice-pres., Whiz Automotive Div., since 1938. Born Black River Falls, Wis. Univ. of Wis. Univ. of Minn. Entered automobile business in 1923 at Westby, Wis., with A. H. Dahl & Co. as salesman and parts merchandiser.

O'MADIGAN, Jr., DAN, with Pontiac as asst. gen. sales mgr. since 1948 (in charge of West). Born Dec. 13, 1903, at St. Louis, Mo. Entered automobile business in 1927 with General Motors Acceptance Corp. Joined Pontiac in 1934. Washington Univ. (St. Louis) and Univ. of Texas (Austin).

O'MALLEY, JOSEPH A., with Chrysler Div., Chrysler Corp., as gen. sales mgr. since 1948. Born in Chicago, Mar. 10, 1888. DePaul. Entered automobile business in 1917 at Chicago.

O'NEIL, THOMAS J., with Ford Motor Co. as Mgr., New & Used Car Sales Dept. since 1950. Born Memphis, Tenn., on Dec. 28, 1894. Christian Bros. H.S., Christian Bros. College. Entered automobile business 1915 in Memphis Dist., with Ford Motor Co. as stock clerk.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

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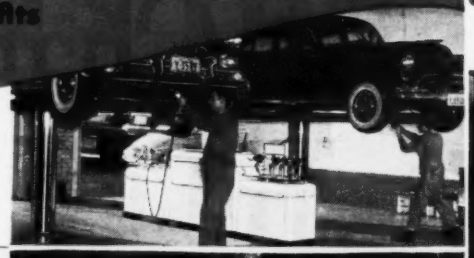

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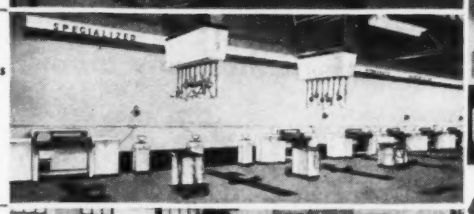
F. W. Falvo, Service Mgr.
Royal Motors, Inc., White Plains, N. Y.

"Lincoln Lubricating Equipment has enabled us to increase efficiency, save time and materials in our lubricating department."
J. H. Mayotte, Service Mgr.
Boulevard Buick Co., Chicago



"My Lincoln Equipped Lubrication Department gets more conscientious work from service personnel and builds business for other departments."
A. P. Wagner, Pres.
Wagner Oldsmobile, Inc., Detroit

"Our Lincoln Masterluber gives us a fast, convenient, labor-saving way to serve two lifts at one time."
M. R. Bretsnyder,
DeSoto-Plymouth,
Homestead (Pittsburgh), Pa.

"Our Lincoln Lubricating Equipment gives us the best in dependable, trouble-free service."
John M. Anderson, Service Mgr.
Southern Motors, Inc., Memphis, Tenn.

For information on Lincoln Business Building Lubricating Equipment, write for your free copy of "Styling-Engineered Lubrication Departments."

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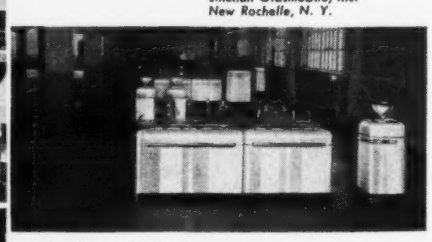
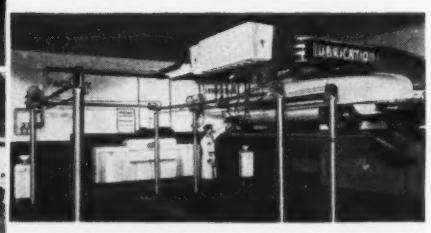
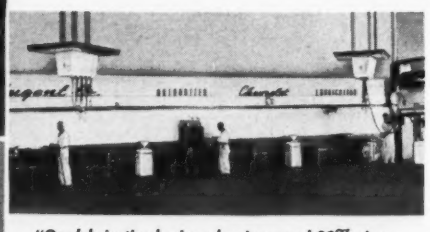
"Our New Lincoln Equipped Lubrication Department has increased lube jobs and over-all service-sales volume."
L. L. Linehan, Pres.
Linehan Oldsmobile, Inc.
New Rochelle, N. Y.



"Lincoln Lubricating Equipment saves time . . . increases profits."
Louis F. Marsh, Service Mgr.
Capital Automobile Co.
Atlanta, Ga.



"Nothing equals Lincoln Lubricating Equipment in giving dependable, efficient service."
Wm. Kirk, Director of Service
Boston Nash Co., Boston, Mass.



"Our lubrication business has increased 20% since modernizing with Lincoln Lubricating Equipment."
Joseph A. Sharp, Service Mgr.
A. E. Nugent Co.
Los Angeles, Calif.

"Lincoln Lubricating Equipment is second to none in Business-Building Appearance and profitable, efficient service."
S. E. Gower, Service Manager
East Point Chevrolet Dealer, Inc.
East Point, Ga.

AUTOMOTIVE NEWS FAMILY ALBUM

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich., 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

PATON, CLYDE R., with Willys-Overland Motors, Inc., Toledo, O., as dir. of engineering. Born in 1894 in Almont, Mich. Univ. of Mich., 1923, B.S. mech. eng. Entered automobile business in 1925 with Studebaker Corp. as experimental engr.

PENNINGTON, W. W., with Auto-Lite Battery Corp., sales mgr. mfg. div., since 1927. Born Fairfield, Ill., 1890. High school, Walker's Acad., Pulaski, Tenn. Entered automobile business in 1913 at Chicago, Ill.

PERKINS, W. K., with International Harvester Co. as mgr. of sales since 1946. Born Pains Hollow, N. Y. Washington & Jefferson. Entered automobile business in 1925 at Pittsburgh, Pa., with International Harvester Co. at retail salesman.

PETTENGILL, E. R., with Pontiac Motor Div. as adm. asst. since 1951. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business 1925 as Central Office Cashier.

PATERSON, A. H., with Plymouth Div. of Chrysler Corp., as vice-pres. and gen. works mgr. since 1943. Born Scotland, July 30, 1894. Entered automobile business in 1913 at Detroit with Dodge Bros. as engr.

PECKELS, MICHAEL F., with International Harvester as mgr. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PEO, RALPH F., with Manzel Div. of Frontier Industries, Inc., Buffalo, since 1947. Pres. Frontier Ind., Inc. and Fairmount Tool & Forging, Inc. Born Rochester, N. Y., 1897. Rochester Inst. of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

PETERSON, P. O., with Studebaker Corp. as exec. vice-pres. since 1951. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector. Joined Studebaker in 1919.

PFEIFFER, JOSEPH, with Chrysler Corp. as dir. of purchases since 1947. Born Dayton, O., March 14, 1894. High school and night schl. Entered automobile business in 1917 at Dayton with Maxwell Motor Co. as clerk.

DEALERS AGREE—YEAR AFTER YEAR

The Best Spark Plug is the Champion

IN TURNOVER **... Champion continuous advertising promotes rapid turnover at all seasons.**

IN VOLUME **... The demand for spark plugs is year 'round, and more users prefer Champions than any other make.**

IN PROFITS **... Year 'round Steady Turnover and Steady Volume spell Steady Profits for the Champion dealer.**

BE A CHAMPION DEALER

IT PAYS!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

PHELPS, ARTHUR G., with Delco-Remy Div., GMC. Gen. Sales mgr. since 1936. Born Chicago, Oct. 11, 1891. Entered automobile business in 1912 at Dayton, O., with Dayton Engrg. Lab. Co. in prod. dept.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Soperton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PIERSON, LOUIS W., with International Harvester Co. as asst. mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

PLATFOOT, E. J., with Packard Motor Car Co. as western divisional sales mgr. since Oct., 1951. Born Jan. 30, 1900. Flushing, L. I. Entered automobile business in 1920 with Chevrolet. Joined Packard in 1945 as zone mgr. at Buffalo, held similar posts in Chicago and Detroit.

PLEW, HERMAN E., with Herman Body Co. as pres. since 1923. Born Paris, Tenn., Sept. 29, 1889. Public School. Entered automobile business in 1918 at St. Louis with Rogers Schmidt Wire & Iron Co. as factory supt.

PORTER, HOWARD K., with Hyatt Bearings Div. of G. M. Corp. as gen. sales mgr. since 1930. Born Atlanta, Ga. Alabama Polytech Inst., M. E., Alpha Tau Omega. Entered automobile business in 1925 at Harrison, N. J., with Hyatt as sales mgr.

AUTOMOTIVE NEWS FAMILY ALBUM

POTTER, E. E. (SAM), Young & Rubicam, Inc., vice-president in chge. of Detroit office. Born May 5, 1905, in Detroit. Graduated from Yale Univ. in 1929. Associated with Campbell-Ewald Co. and D. P. Brother & Co. from 1929 to 1942.

RAUSCH, RAYMOND R., Willys-Overland Motors, Inc., Toledo, Ohio, as vice-pres. and Ex. Asst. to pres. Born March 4, 1894 in Cleveland, O. Cass Tech. High School, Detroit. Entered automobile business in 1907 in Canton, O., with Timken Axle Co.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1940. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

REESE, WM. D., chief engr., motor truck div., International Harvester Co. since Dec. 1943. Born Middletown, N.Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester 1934.

POTTER, WALTER N., with United Motors Service Div. of GM Corp. as gen. mgr. since 1941. Born in Omaha in 1894. Entered automobile business in 1919 at Detroit with United Motor Service.

RAY, J. CHESTER, with United States Rubber Co. as executive assistant to gen. mgr., tire div. since 1951. Entered automobile business at Pittsburgh with U. S. Rubber Co. as stockroom boy in 1922.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup.

REEVES, ALFRED, with Automobile Manufacturers Assn. as gen. mgr. in 1914 and advisory vice-pres. since 1940. Born in Brooklyn Sept. 16, 1875. Brooklyn High. Entered automobile business in 1904 at New York with New York Mail and Express as automobile editor.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as advertising manager since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres. (mfg.) since 1935. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1914 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Vice-pres., gen. mgr. since July 1951. Born in Canada Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

PURDY, LEWIS J., with Dodge Div. of Chrysler Corp. as vice-pres. and gen. mgr. trucks since Sept. 1951. Born Adrian, Mich., Feb. 12, 1895. Entered automobile business in 1910 at Detroit with Packard Motor Car Co. as apprentice.

QUINN, ED C., with Chrysler Div., Chrysler Corp., as vice-pres. and gen. mgr. since Sept. 1951. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

RAGSDALE, EDW. T., with Buick Div., G. M. Corp. Gen. mfg. mgr. since Feb., 1949. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

RAMSEY, JOHN A., with Ramsey Corp. as vice-pres. since 1922. Born St. Louis, Mo., July 28, 1889. Entered automobile business in 1914 at Kansas City, Mo.

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NO DOUBT ABOUT IT—NEW LIQUID GLAZE offers the finest in quality car finish treatments! Impartial tests by an independent laboratory prove that NEW LIQUID GLAZE provides safer, more scientific cleaning... gives greater gloss and longer-lasting luster than major competitors!*

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**names on request*

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AUTOMOTIVE NEWS FAMILY ALBUM

REEVES, LAWLER B., with United States Rubber Co. as sales mgr., U. S. Tires Div. Born Wapanucka, Okla. Univ. of Texas & Burlison Coll. Entered automobile business in 1941 at Oklahoma City with U. S. Rubber Co. as salesman.

RENNER, JOHN E., Lincoln Engineering Co. Gen. sales mgr. since 1951. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RHOADES, THOMAS P., with Hudson Motor Car Co. as director of public relations since 1949. Born Indianapolis, Ind., Feb. 27, 1908. Butler Univ. Automobile editor, Indianapolis News 1935-40.

RICH, ELMER, with Simoniz Co. as pres. since 1910. Entered automobile business in 1910 at Chicago with Simoniz Co.

RISING, FRANK W., with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb., 1940 at Detroit with APMA as gen. mgr. Mich. W.L.B. Manpower Com.

REIFEL, G. C., with Packard Motor Car Co. as vice-pres. of mfg. since 1945. Born Aug. 6, 1891, in West Unity, O. Entered automobile business with Lozier Motor Co. in 1911. Joined Packard in 1913 as experimental dept. clerk.

RHAME, PAUL W., with Rochester Products Div. of GM Born Minneapolis, Minn., on July 9, 1895. Univ. of Minn., M.E. Entered automobile business in 1923 with AC Spark Plug Div.

RICE, W. B., with Plymouth Div. of Chrysler Corp. as dir. of service since 1944. Born Ionia, Mich., April 19, 1891. High school. Entered automobile business at Lansing, Mich., with Oldsmobile as stock chaser, prod. and engrg.

RILEY, EDWARD, with General Motors Corp., as vice-pres. and gen. mgr. Overseas Operations div. since 1942. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

RITTER, GEORGE W., Willys - Overland, Inc., Toledo, O., as executive vice-pres. Born in 1886 in Vermillion, O. Baldwin Wallace Univ.; Cleveland Law School.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc. as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto., B.A. Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chemist.

ROBINS, JR., THOMAS, with Hewitt - Robins, Inc., as pres. since 1935. Born New York City Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.

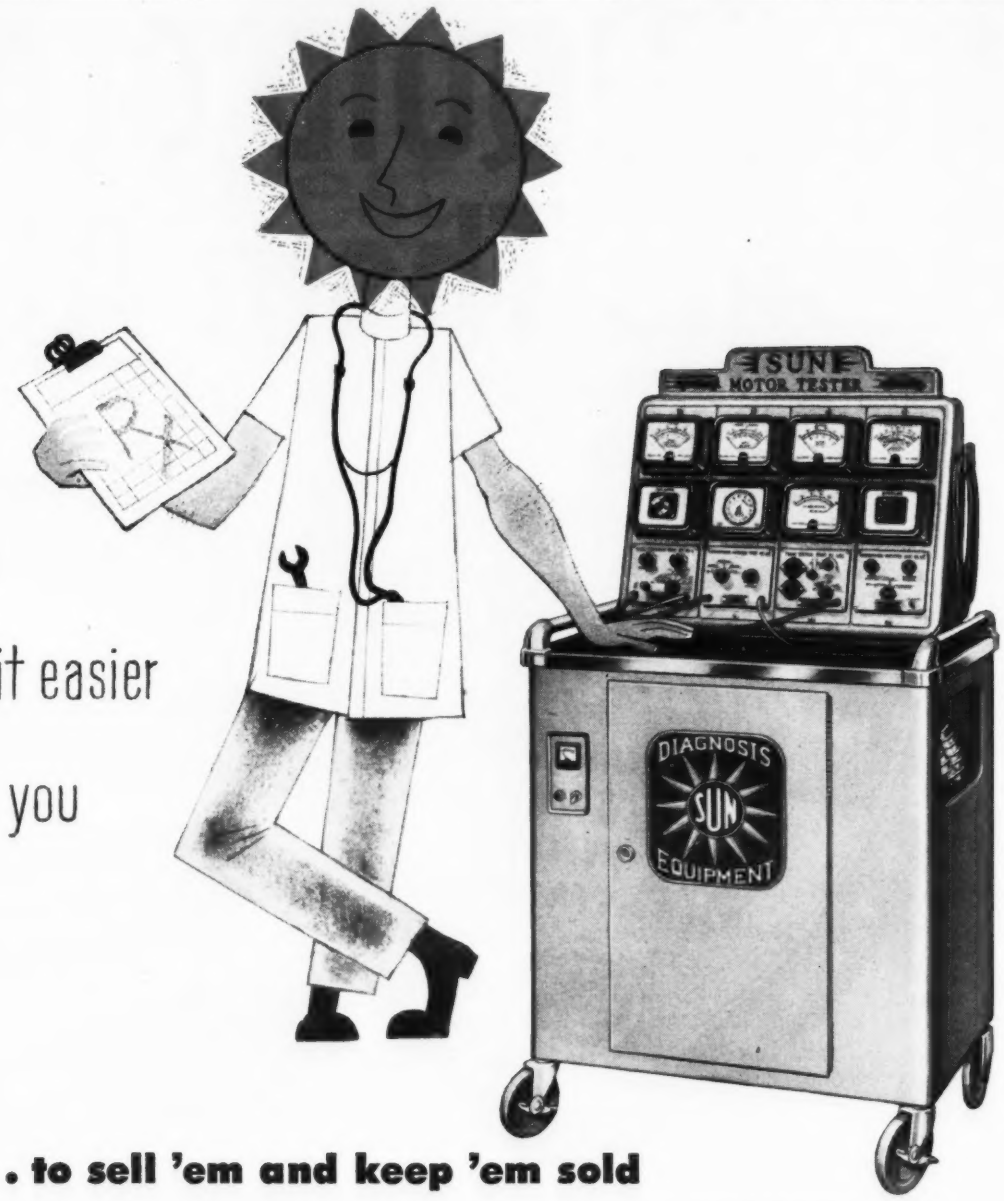
ROBINSON, WILLIAM D., with Briggs Mfg. Co. as pres. and gen. mgr. since 1945. Born in Detroit, March 27, 1898. Yale Univ., B.S. degree. Entered automobile business in 1933 at Detroit with Briggs Mfg. Co. as personnel manager.

ROCHE, JAMES M., with Cadillac as Gen. Sales Mgr. since July, 1950. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch in Chicago.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc., as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. ΟΑΧ, ΦΒΚ frats.

ROCKWELL, WALTER F., with Timken Detroit Axle Co. as pres. since 1940. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROCKWELL, WILLARD F., with Timken Detroit Axle Company as chmn. of board since 1940. Born in Boston, Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.



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AUTOMOTIVE NEWS FAMILY ALBUM

ROESCH, KARL A., with White Motor Co. as gen. mgr., Motor Coach Div. since 1951. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with present company.

ROWLAND, R. M., with DeSoto Div., Chrysler Corp. as Western sales mgr. since 1945. Born Lewiston, Ill., Aug. 4, 1890. Lombard Coll. Entered automobile business in 1914 at Detroit with Maxwell Motor Co. as chassis lecturer.

ROY, ROSS, pres. Ross Roy, Inc., advertising and sales counselling, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

SAFFORD, HERMON F., with Ohio Rubber Co., Willoughby, O., as pres. since 1951. Dir. since 1949. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

ROGERS, GOODLOE H., with American Forging and Socket Co. as pres. and gen. mgr. since 1944. Univ. of Michigan. Entered automobile business with Oakland Motor Car Co.

ROWOLD, HENRY, with Mack-International Motor Truck Corp. as vice-pres. Born New York City Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as vice-pres. in charge of sales. Born Hawthorne, N J., 1904. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

RYAN, ALFRED C., with Houdaille-Hershey Corp., Detroit. Gen. mgr., Houde Engineering Div., Buffalo, N. Y., since 1945. Born Mankato, Minn., March 26, 1899. Univ. of Notre Dame, Ph.B. Commerce, 1920. Entered automobile business in 1928 at Detroit with Universal Credit Co., on exec. staff.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of service sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Michigan, A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co., as auditor and bus. conslt.

ROMNEY, GEORGE, with Nash-Kelvinator Corp. as asst. to pres. since April, 1948, as vice-pres. since Feb., 1950. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

ROOS, DELMAR G., Willys-Overland Motors, Inc., Toledo, O., as first vice-pres., member of the board, and executive committee. Born New York City, 1911. Cornell Univ., M.E. and E.E. degrees. Entered automobile business in 1912 at Bridgeport, Conn., with Locomobile Co. of America as experimental engr.

ROSHIRT, RANDOLPH J., with Bohn Aluminum & Brass Corp. as exec. vice-pres. since 1948. Born Albany, N. Y., Apr. 1, 1893. Cornell, Ch.B. degree. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as metallurgist.

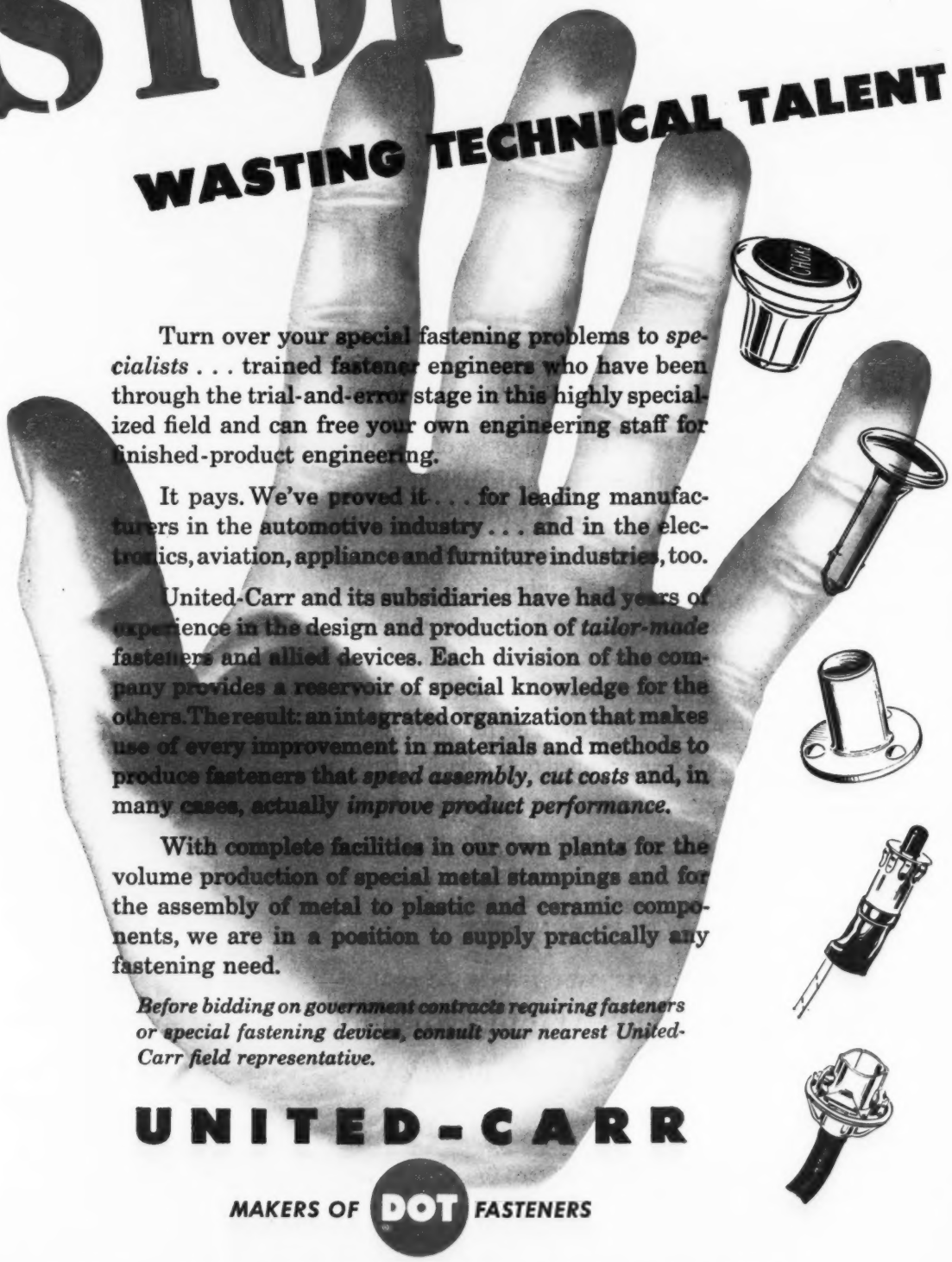
ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as sales engr.

ROW, EDGAR C., with Chrysler Corp. of Canada, Ltd., as pres. and general mgr. since Feb., 1951. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

ROWE, NORMAN A., vice-pres., The Allman Co. With Fruehauf Trailer Co. as adv. mgr. since 1949. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

STOP

WASTING TECHNICAL TALENT



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United-Carr and its subsidiaries have had years of experience in the design and production of *tailor-made* fasteners and allied devices. Each division of the company provides a reservoir of special knowledge for the others. The result: an integrated organization that makes use of every improvement in materials and methods to produce fasteners that *speed assembly, cut costs* and, in many cases, actually *improve product performance.*

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AUTOMOTIVE NEWS FAMILY ALBUM

SARVIS, IVAN X., with Chevrolet Motor Div. as asst. gen. sales mgr. since Dec. 17, 1947. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SCHACH, HARVEY E., with Midland Steel Products Co. Research and asst. sales since 1931; sales mgr. Power Brake Div. since 1947. Born Cleveland, O., April 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHIPPER, J. EDWARD, partner, Schipper - Webb Associates. Born Baltimore, Md. Graduate Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as Engineering Editor, Automotive Industries. Later publicist and advertising executive. Member S.A.E. Member AAA Contest Board since 1935.

SCHMIDT, ERNEST R., app. vice - pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Born Philadelphia Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

SCHOOLEY, CHARLES (BUD) W., with Cadillac Motor Car Div. as merch. mgr. since 1945. Born in Malta Bend, Mo. Entered automobile business in 1928 at Kansas City, Mo., with General Motors Acceptance Corp. as clk.

SCALES, RICHARD K., with Ethyl Corp. research laboratories. as dir. of technical service since 1944. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chemist.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir. since 1943. Born Buffalo, N. Y., Jan. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M.S. Entered business in 1926 with Ethyl Corp.

SCHIRMER, E. A. (BUD), with Crowell Collier Pub. Co. as executive vice-pres. since 1950. Born Mt. Vernon, N. Y. Entered automobile business at Detroit in 1935 with Collier's as adv. rep. Now exec. vice - pres. Crowell-Collier, N. Y. City.

SCHNEIDER, C. L., Fruehauf Trailer Co. as vice-pres., charge of sales since 1950. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit, 1920. Entered automobile business at Detroit with Packard Motor Car Co. as draftsman.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936 as vice - pres. since 1947. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCHUMACHER, WILLIAM C., with International Harvester Co. as gen. mgr. motor truck div. since 1946. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCHUMANN, JR., JOHN J., with General Motors Acceptance Corp. as pres. since 1929. Entered automobile business in 1919 at New York with General Motors Acceptance Corp. as mgr. finance sls. dept.

SCOTT, WILLIAM J., with Chevrolet Motor Div. of General Motors Corp. as gen. mfg. mgr. since 1949. Born in Scotland. Entered automobile industry as Chevrolet plant foreman in Flint, Mich., in 1915.

SCUDDER, JOHN H., with Buick Motor Div. as dir. of merchandising. Born in St. Louis, Mo., March 29, 1918. Washington & Lee Univ. Entered automobile business in 1946 as claims manager for Buick in St. Loius.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.

SEASE, FLOYD G., with Nash - Kelvinator Corp., Nash Motors Div., as asst. gen. sales mgr. since 1947. Born Newberry, S. C., Dec. 3, 1898. Univ. of S.C. Entered automobile business in 1921 at Columbia, S. C., with Du-Pre Auto Co. as office mgr.

SEATON, MORGAN J., sales promotion mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales promotion dept. Born in Detroit, April 22, 1909. Educated Detroit public schools.

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FULFILLMENT of this pledge has been the primary objective of THE BRIGGS MANUFACTURING COMPANY for more than forty years. The success of this effort is clearly attested by the inbuilt fineness of all Briggs products, automobile bodies as well as plumbing fixtures. And equally important is the skill and know-how with which industry's most advanced mass production techniques are being applied to this basic Briggs quality.

The Briggs Manufacturing Company

Detroit, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

SEAVER, LEWIS I., with Federal Motor Truck Co. as asst. gen. sales mgr. since 1944. Dir. adv. and sales prom. Born in Ithaca Mich., June 15, 1911. Univ. of Detroit, B.S degree. Entered automobile business in 1944 at Detroit with Federal Motor Truck Co. as asst. sales mgr.

SHERER, JR., JOSEPH S., with Reo Motors, Inc., as pres. and gen. mgr. (also dir.) since 1948; previously vice-pres. (since 1943). Born Aurora, Ill., Feb. 20, 1900. U. S. Naval Acad., Mass. Inst. of Tech., B.S. degree. Entered automobile business in 1926 at Pontiac with Oakland Motor Car Co. on special assignment.

SHIRLEY, C. H., with United States Rubber Co. as Mgr. Adv. and Sales Promotion, U. S. Tires Div. since 1950. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A.B. Entered automobile business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as Adv. asst.

SIMPSON, WALTER H., gen. mgr. of Ford Motor Co.'s Parts and Equipment Mfg. Div. Born in Clinton, Mich., Sept. 25, 1904. Alumnus of Univ. of Michigan. Joined Ford Motor Co. at the Highland Park plant in 1930.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1940, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst., Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

SEEM, DONALD B., with Electric Auto-Lite Co. as adv. mgr. since 1950. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A.B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

SILCOTT, CLARKE A., with Kaiser-Frazer Corp. as Gen. Mgr. of Engine Div. since 1951. Born Indianapolis, Ind., in 1907. Univ. of Wisconsin, E.E. degree. Entered automobile business in 1946 at Long Beach, Calif., with Kaiser-Frazer Corp. as gen. supt. production planning.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Wash., D.C. as asst. secy.

SLACK, FRED W., with Engineering Div., of Chrysler Corp. as chief chassis engr. since 1935. Born in Detroit, Mich., in 1889. Central Inst., Cleveland. Entered automobile business in 1904 at Detroit with Packard Motor Car Co. as draftsman.

SEIBERLING, J. P., with Sieberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SEIDEL, ROBERT K., with Nash-Kelvinator as parts plant mgr. since 1942. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as service mgr.

SETTLE, BEN B., with Dodge Div., Chrysler Corp., as director of service since 1941. Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.

SHAEFFER, GEORGE D., with Gar Wood Industries, Inc., as vice-pres., dir. of engrg. since 1945. Born Paulding, O., 1896. Ohio Northern Univ., B.S. M.E. degree. Entered automobile business in 1938 at Detroit with Gar Wood Industries as chief engr. road machinery div.

SHAFFNER, W. LAURANCE, with Fleet Sec., GM Corp., as dir. fleet sec. since 1946. Born Lansdowne, Pa., 1891. High school and business college. Entered automobile business in 1922 at Pontiac, Mich.

SHALLBERG, GUSTAVUS A., with Borg-Warner as gen. counsel since 1928 and as exec. vice-pres. 1942 to Apr., 1950; now chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SHANK, JOHN A., with Electric Auto-Lite Co., as sales mgr. Parts & Serv. Div. since 1917. Born in Wood Co., O., in 1890. Tri State Business Col. Entered automobile business in 1914 in Toledo, O., with Electric Auto Lite Co. as assm.

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AUTOMOTIVE NEWS FAMILY ALBUM

SLOAN, JR., ALFRED P., with General Motors since 1918 as vice-pres., pres. and chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J. with Hyatt Roller Bearing Co. as draftsman.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa. in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, H. GORDON, with United States Rubber Co. as Dir. & Exec. Vice-pres. Born Winthrop, Mass., in Aug., 1891. Harvard College, Harvard Grad. School Bus. Adm., A.B., M.B.A. Entered automobile business in 1917 at Detroit with U. S. Rubber Co. planning dept.

SNYDER, CARL J., with Chrysler Corp. as Operating Mgr. since Apr., 1951. Born York, Pa., Nov. 29, 1896. Entered automobile business in 1918 at Detroit with Detroit Lubricator Co. as tool maker's apprentice.

SOELCH, JOHN, with Studebaker as director of purchases since 1949. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp. as storeroom clerk.

SMEAD, L. W., with Ford Motor Co. since 1921. Now gen. sales mgr. of the Ford div. Attended George Washington University.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

SMITH, THOMAS J., with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SNYDER, RAYMOND A., with Sealed Power Corp. as Sales Mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production clerk.

SOMERS, FRANK R., with Willard Storage Battery Co. as vice-pres. in chge. of sales since 1948. Born Somerdale, O., 1893. High school, business extension. Entered automobile business in 1916 at Cleveland with W.S.B. Co. as asst. credit mgr.

SOMERVILLE, R. C., with Plymouth Div., Chrysler Corp., as gen. sales mgr. since June, 1947. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Institute. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SOMMERLAD, PHIL, with Thompson Products, Inc., as gen. sales mgr., serv. div., since 1947. Born Lincoln, Neb., March 1, 1902. High school. Entered automobile business in 1918 at Lincoln, Neb., with Ford dealer as parts man.

SORENSEN, CHARLES E., vice-chairman of board with Willys-Overland Motors, Inc., since June, 1944. Born in Copenhagen, Denmark, Sept. 7, 1881. Public schools. Entered automobile business in 1904 at Dearborn, Mich., with Ford Motor Co. as pattern maker.

SPANGLER, J. M., with National Carbon Div., Union Carbide & Carbon Corp., as Chmn. since Oct. 17, 1951. Born Middleburg, Pa., in 1889. Penn State, elec. eng. Entered automobile business in 1915 at Chicago with National Carbon Co., Inc.

SPARROW, STANWOOD W., with Studebaker Corp. as vice-pres. in chge. of engrg. since Feb. 1, 1948. Born in Middleboro, Mass., Nov. 18, 1888. Worcester Poly. Inst., B.S. Entered automobile business in 1911 at Chicopee Falls with Stevens-Duryea as tester.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

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AUTOMOTIVE NEWS FAMILY ALBUM

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N. Y., Nov. 1, 1901. Colgate Col., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

STRANAHAN, R. A., pres. Champion Spark Plug Co. since 1910. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres. since Feb. 18, 1932. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engr.

SULLIVAN, RAY H., with Ford Motor Co. as vice-pres., Engine & Pressed Steel Group, since 1951. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

SWIGERT, ARTHUR M., with Universal Products Co. as vice-pres. in chge. mfg. since 1948. Born Mar. 13, 1902. Entered automobile business in 1930 at Detroit with Chrysler Corp.

SPENCER, LEROY, with Packard Motor Car Co. as exec. vice-pres. since Jan. 1, 1951. Born Oct. 6, 1892, Lincoln, Neb. U. of Ill. Entered automobile business with Streator Motor Car Co., Streator, Ill., during school vacations as stock clerk.

STRATTON, DON B., with Electric Auto-Lite Co. as vice-pres. since 1939. Born Howell, Mich., March 23, 1899. Univ. of Michigan, Elec. Engrg. degree. Entered automobile business in 1926 in Toledo, O., with Nagel Electric Co. as electrical engr.

STRUBLE, ALLEN L., with Reo Motors, Inc., as vice-pres. in charge of sales. Born Michigan. Univ. of Michigan. Entered automobile business in 1915 at Alma, Mich., with Republic Truck Co. as auditor.

SWIFT, STANLEY H., with Swift All Steel Body Co., Inc., as pres. since 1938. Born Saginaw, Mich., Feb. 4, 1910. Ferris Inst., Notre Dame, Univ. of Detroit. Entered automobile business in 1924 at Saginaw with Swift Wood Body Co. as asst.

TAPSCOTT, CHARLES C., with McQuay-Norris Mfg. Co. as vice-pres. since 1950. Born Hiawatha, Kan., 1898. U. of Ill., A.B. Entered automobile business in 1922 at St. Louis with McQuay-Norris Mfg. Co., as asst. adv. mgr.

SPICER, DONALD H., with World Bestos as pres. and gen. mgr. since 1941. Born New York City, 1907. Graduate, Cass Inst. of Tech. M.E. Degree. Past pres. of Brake Lining Mfgrs. Assn. Entered automobile business in 1929 with Johns-Manville Corp. as research engr.

SPRINGER, CARL P., with J. W. Mortell Co., Kankakee, Ill., as eastern mgr. since 1948. Born Henderson, Ky., Oct. 22, 1902. Dickson High, Dickson, Tenn. Entered automobile business in 1947 at Chicago, Ill., with Quinn Supply Co., as salesman.

STEELE, BRUCE K., with Plymouth Div., Chrysler Corp., as asst. gen. sales mgr. since 1947. Born New York City, March 2, 1893. Entered automobile business in 1919 at Syracuse, N. Y. with Franklin Automobile Co. as dist. clerk.

STEIGERWALT, A. K., with Kaiser-Frazer Corp. as gen. mgr. of parts and accessories since 1945. Born in Tamaqua, Pa., Oct. 3, 1896. Entered automobile business with Willys distributor in New York City in 1911.

STEVENS, BYRON F., with Van Auken, Ragland & Stevens as partner since 1944. Born in Chicago, Ill., March 26, 1903. Northwestern Univ B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

STICKEL, H. R., with White Motor Co. as mgr. fleet sales and asst. to vice-pres., chge. sales since 1945. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice-pres. since Feb., 1949; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

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AUTOMOTIVE NEWS FAMILY ALBUM

TAUP, MILTON J., Vickers Inc., as Mobile products sales mgr. since 1950. Born in Detroit on Oct. 17, 1907. Albion College, A.B., Univ. of Mich., B.S. Aeronautical Engineering. Entered automobile business in 1934 at Detroit with Briggs Mfg. as engr.

TAYLOR, GEORGE M., with The Carlife Guaranty as partner since 1934. Born Detroit. Entered automobile business in 1912 at Detroit with Hanley - Dawson as sales mgr.

TAYLOR, REESE H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif., in July 6, 1900. Public schools, Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile business in 1920 at Hagerstown with present company.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as mgr. public relations and adv. since Jan. 16, 1948. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as mgr. mfrs. sales dept. since 1915. Born Denver, Colo., 1895. Public business college. Entered automobile business in 1915 at Detroit. U. S. Navy 1917-1918.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice - pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, HERMAN C., with Perfect Circle as adv. mgr. since 1946. Born Hagerstown, Ind., 1905. High school, Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1903 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

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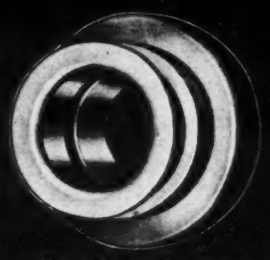

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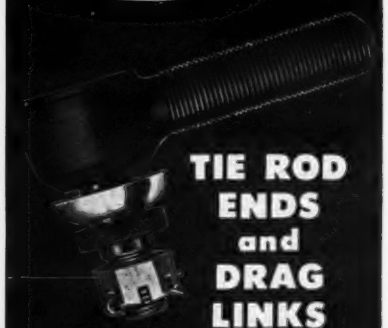

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TELFORD, ROBERT J., with Reo Motor Co. of Canada, Ltd., as vice-pres. and gen. mgr. since 1938. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

TERRY, M. B., with American Brakeblok div. as vice-pres. since 1948. Born Brooklyn, Nov. 20, 1905. Entered automobile business in 1926 in New York City with Radiator Specialty Co. as sales rep.

THIBAULT, G. WM., with Wheel Weights, Inc., as gen. mgr. since 1948. Born Detroit, July 24, 1917. Sacred Heart Sem. Entered automobile business in 1946 at Detroit with Harley C. Loney Co. as asst. sales mgr.

THOMAS, BERNIE F., with Automotive News as associate editor since 1948. Born New York Nov. 28, 1916. Wayne Univ. Entered automobile business in 1946 at Detroit with Automotive News as reporter.

THOMAS, CECIL B., with Chrysler Corp. as pres. Export Div. since 1942. Born Gibsonburg, O., Oct. 12, 1894. Entered automobile business in 1917 in Jackson, Mich., with Briscoe Motor Co.

THOMAS, DAVID O., with Bendix - Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs-Seabury Ordnance Corp. as shop clerk.

THOMAS, EDWIN J., with Goodyear Tire and Rubber Co., since 1916-1936, asst. to the pres.; 1937 exec. vice-pres.; pres. since 1940. Born Akron, O., Apr. 27, 1899. Akron Univ.

AUTOMOTIVE NEWS FAMILY ALBUM

THOMAS, ROBERT M., with Perfect Circle as sales mgr. of mfrs. sales since Nov. 1, 1943. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

TRESLAR, GLEN H., vice-pres. in charge of sales with Black & Decker Mfg. Co. since 1926. Worked as salesman, branch mgr., asst. sales mgr., then sales mgr. Entered automobile business in 1923 with Buffalo Machinery Sales Corp. Born Mehoopany, Pa., in 1898.

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as vice-pres. and gen. mgr. since 1940. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.

URBAN, FRANK M., with United States Rubber Co. as sales mgr. Engineered Rubber Prod. Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered automobile business in 1929 at Chicago with U. S. Rubber as salesman.

VALENTINE, HAROLD P., with Mack Motor Truck Corp., as vice-pres. and export sales mgr. since 1945. Born Rochelle, Ill. Feb. 21, 1905. Harvard B.S. degree. Entered automobile business in 1926 at Detroit with Packard Motor Co. as apprentice.

THOMAS, ULYSSES L., with Engrg. Div. of Chrysler Corp. since 1927 and as Chief Body Engr. since 1935. Born Beardstown, Ill., Dec. 23, 1891. Entered automobile business in 1910 with Regal Motor Car Co. as draftsman.

TRIANTAFILLU, HARRY, D., H.D.T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROOST, GEORGE W., with Chrysler Corp. as vice-pres. since 1949 and comptroller since 1947. Born in Canaan, Vt., April 25, 1902. Univ. of Michigan, A.B. Entered automobile business in 1935 with Chrysler Corp., as asst. comptroller.

UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y., with John Van Benschoten, Inc.

THOMPSON, IRVINE W., with Chevrolet Motor Div. as gen. parts and acct. mgr. since 1947. Born Baltimore, Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

THORESON, W. H., with Hudson Motor Car Co. as dir. of overseas operations since 1950. Born in Norway June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

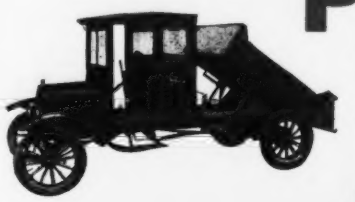
TIBBETTS, MILTON, with Packard Motor Car. Co. as vice-pres. and pat. counsel since 1930. Born Washington, D. C., July 27, 1879. Geo. Washington Univ., LL.B. Entered automobile business in 1907 with Packard.

TILT, CHARLES A., with Diamond T Motor Car Co. as chmn. of bd. since January, 1946. Born Chicago, Ill., June 28, 1877. Chicago Univ. and priv. schls. abroad. Entered automobile business in 1905 in Chicago, Ill., with Diamond T Motor Car Co. as founder.

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as gen. mgr., Industrial and General Products Div., since 1943. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOOKER, JOHN C., with Reo Motors, Inc., as vice-pres. and asst. to pres. since 1949. Born Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TOWLE, H. LEDYARD, director, Color Engrg., Pittsburgh Plate Glass Co. Pratt Institute. Adelphi Coll., Art Students League of N. Y. Entered automobile business in 1924 in N. Y. City with Du Pont as First Dir. of Duco Color Adv. Serv., 1st Color Engr., GM Art & Color Sect., 1928. Conducts private color consulting bus. from studio, Merry Point, Va.



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AUTOMOTIVE NEWS FAMILY ALBUM

VANCE, HAROLD S., with Studebaker since 1910. Chmn. of board since 1935. Chmn. and pres. since April 13, 1948. Born in Port Huron, Mich., Aug. 22, 1890. Entered automobile business in 1910 at Port Huron, Mich., with E.M.F. as mechanic.

VINCENT, JESSE G., with Packard Motor Car Co. as engrg. consultant since Jan. 1, 1951. Born Charleston, Ark., Feb. 10, 1880. U. of Mich. (honorary degree Master of Engrg.) Entered automobile business 1910 at Detroit as chief engr. Hudson Motor Car Co.

WAGNER, SANFORD M., with Ethyl Corp. as vice-pres., sales and adv., since 1950. Born Williamsport, Pa., Feb. 17, 1888. Rensselaer Polytechnic Inst. Entered automobile business in 1916 in New Jersey with Standard Oil Co.

WALDO, ROBERT EDWARD, New Departure Div., General Motors Corp. as gen. mgr. Born Lapel, Ind., May 25, 1906. High school, business coll. and ext. courses. Entered automobile business in 1926 at Anderson, Ind. with Delco-Remy Div., General Motors Corp.

WALKER, THEODORE F., with Kent-Moore Organization, Inc., as vice-pres. (prod.) since March 17, 1949. Born Bloomfield, Ind., Oct. 14, 1911. High School; Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

vanderZee, ABRAM, with Chrysler Corp. as vice-pres. in chg. of sales since 1938. Born Jersey City, N. J., Aug. 18, 1893. Business Adm. Entered automobile business in 1914 in New York with Chevrolet Motor Co. as retail automobile salesman.

VIVIAN, LLOYD R., Ditzler Color Div., Pittsburgh Plate Glass Co. as sales prom. mgr. since 1939. Born in Eagle River, Mich., 1890. Entered automobile business in 1933 at Detroit with Ditzler in sales dept.

WAGSTAFF, JAMES B., with DeSoto Div., Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper-Overland Co. as parts clerk.

WALKER, GEORGE W., operating own business since 1929. Born Chicago, Ill., May 22, 1897. Cleveland Sch. or Art; Otis Inst. of Los Angeles; John Huntington Polytechnic school. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALLACE, DAVID A., with Chrysler Division, Chrysler Corp., as pres. since 1937. Born Castleton, Kans., March 1, 1888. Highland Park Coll. of Engrg. Entered automobile business in 1908 at Wichita, Kans. as owner of Kansas Motor Car Co. Joined Chrysler Corp. in 1929.

VanDerzee, NORMAN K., with Hudson Motor Car Co. as vice-pres. in charge of sales; with Hudson since 1933. Born Jersey City, N. J., June 29, 1898. Business college. Entered automobile business in 1916 in New York City, N. Y., with Chevrolet Motor Co.

VANDE WATER, WILLARD L., with GMC & Coach div., General Motors Corp. as truck mdse. mgr. since 1950. Born Holland, Mich., May 4, 1907. Hope Coll. Entered automobile business in 1950 at Pontiac, Mich., with GMC Truck & Coach Div. as sls. prom. mgr.

VAN HALTEREN, FRANK E., with Chrysler Div., Chrysler Corp., as director of service since 1949. Born Grand Rapids, Mich., July 25, 1893. Michigan State Coll. Entered automobile business in 1919 at Racine, Wis. Joined Chrysler Corp. in 1935.

VAN NORTWICK, LOREN F., with Dodge Div., Chrysler Corp., as dir. of truck sales since Aug., 1945. Born Detroit, Feb. 17, 1900. Detroit Coll. of Law. Entered automobile business in 1924 at Detroit with Dodge Bros. as clerk in distribution dept.

VAN TASSEL, JOHN B., with Automotive News as columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VAUGHAN, HAROLD G., with Muskegon Piston Ring Co. as vice-pres. since 1927. Born in Michigan, 1900. High school. Entered automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

VEALE, GEORGE W., with Eaton Mfg. Co. as vice-pres. and gen. mgr. since 1940. Born Topeka, Kans., Jan. 9, 1887. High school. Entered automobile business in 1914 at Detroit, Mich., with Timken Detroit Axle Co. as asst. to factory mgr.

FOR UTMOST RELIABILITY
9 OUT OF 10 CARS ON THE ROAD
USE ONE OR MORE...

AUTOMOTIVE NEWS FAMILY ALBUM

WALLACE, ROBERT C., with Diamond T Motor Car Co. as exec. engr. since February, 1947. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in service dept.

WARD, ELMER L., pres., Goodall-Sanford, Inc., Goodall Fabrics, Inc., and The Palm Beach Co. Born in Boston, Mass., Feb. 25, 1898. Became associated with Goodall-Sanford Mills in 1931.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. in Mech. Sigma Xi, Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WATERFALL, THORNTON E., with Chrysler Motor Parts Corp. as vice-pres. and gen. mgr. since 1948. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WATSON, JAMES W., with Nash Motors as asst. gen. sales mgr. since 1948. Eastern sales mgr. since June, 1950. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Michigan and Indiana with Franklin Automobile Co. as service rep. Later with Chrysler as field rep. for Plymouth, DeSoto, Chrysler, and of Oldsmobile for GM.

WALWORTH, WM. M., with Reo Motors, Inc., as vice-pres. chg. engrg. since 1948. Born Lawrence, Mass., March 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WARD, L. WHITTINGTON, gen. sales mgr. Pontiac since 1946. He was born in Paterson, N. J., June 16, 1892. Attended Columbia U. and joined GM in 1915.

WARREN, KENNETH W., with Federal Mogul Corp. as sales mgr. since 1946. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WATSON, C. FRED, with Studebaker Corp. since 1936; now sales prom. mgr. Born Muskegon, Mich. Univ. of Mich., A.B. and Bus. Adm. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

WEBB, FRANK, partner, Schipper-Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as advertising mgr., Roamer Motor Car Co. Later automotive writer Detroit Free Press, publicist and adv. agency acct. exec.

WEBB, W. G., with Evans Products Co. as vice-pres. chge. Railroad Equip. div. since 1935. Born in Pontiac, Mich., on Oct. 27, 1895. Detroit Coll. of Law. Entered automobile business in 1916.

WECKLER, HERMAN L., with Chrysler Corp. as dir., vice-pres. and gen. mgr. since 1940. Born Pittsburgh, Pa., 1888. Carnegie Tech. Entered automobile business in 1912 in Flint, Mich., with Buick Motor Co. as mech. supt.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEED, HUGH H. C., with Carter Carburetor Corp. as pres. since 1945. Born Stamford, Conn., in 1883. Amherst Coll., A.B. Entered automobile business in 1913 at St. Louis, Mo., with Carter Carburetor Co. as vice-pres. and gen. mgr.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WEEMHOFF, JAY, with Collins & Aikman Corp. as gen. sales mgr. Born Grand Rapids, Mich., Feb. 17, 1896. High school and business college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in purch. dept.

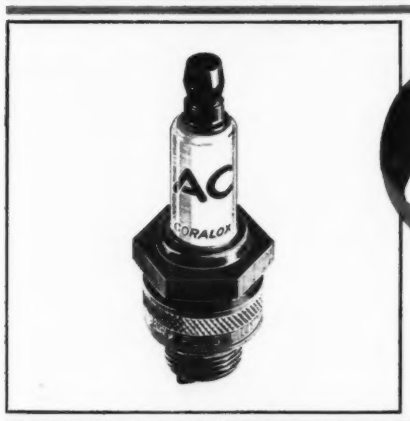
WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich. 1920 Joined Chevrolet 1923 as draftsman in standards dept., central office staff. Has managed both assembly and mfg. plants.

● Lift the hood of any car that comes to you for service . . . the chances are 9 to 1 you'll find one or more AC Quality Products contributing to its faithful performance.

This means that 9 out of 10 of your customers are preferred prospects for one or more AC Replacement Units—a sales advantage that no other manufacturer can give you.

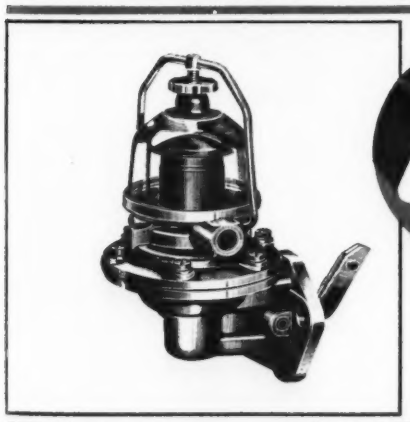
AC OIL FILTERS

AC alone offers the *Aluvac* Element—*Aluvac* is the nationally advertised Element that removes dirt particles as fine as 1/100,000 of an inch. Standard or optional equipment on Cadillac, Buick, Chevrolet and Oldsmobile—available as superior replacement elements for all other cars.



AC SPARK PLUGS

AC is the only spark plug with *Patented* CORALOX Insulator—*CORALOX* is the only Insulator that is nationally advertised. Naturally, more and more owners want *CORALOX* advantages—and that creates more replacement business for AC dealers, on all makes of cars.



AC FUEL PUMPS

America's First and Finest—AC Fuel Pumps are original equipment on more engines than all other makes combined. First choice of engineers and owners alike. Also first choice of dealers who want a complete line to build a big replacement business. Cash in on AC's leadership in equipment, engineering and advertising.

SPEEDOMETER CABLE-CASING ASSEMBLIES ● AIR CLEANERS AND ELEMENTS ● FLEXIBLE GASOLINE AND OIL LINES ● GASOLINE STRAINERS

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

WELSH, SIR WILLIAM K.C.B., D.S.C., A.F.C N. Amer. rep. for Society of Motor Manufacturers & Traders (Great Britain) since 1948.

WETTLAUFER, ELMER G., with Wettlaufer Mfg. Corp. as pres since 1942. Born Saginaw, Mich., July 8 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

WHEATLEY, JR., JAMES A., with Grey-Rock Div. Raybestos-Manhattan, Inc. as sls. mgr., repl. prodts. since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WHITE, FRANK M. with Gabriel Co., Cleveland as chmn. of bd. since June 1, 1951. Born Dewey, Ill., June 21, 1885. Univ. of Ill., B.S.; Univ. of Wis., M.S. Entered automobile business July 1, 1926, at Rockford, Ill., with Burd Piston Ring Co. and Liberty Foundries Co. first as sales mgr. then pres., 1927.

WHITNEY, DOUGLAS B., with General Motors Corp., gen. mgr. Harrison Radiator Div., Lockport, N. Y. Born Jan. 6, 1893. Started with Harrison March 3, 1919. Served two years as comptroller and treasurer General Aviation Co.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936.

WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as sales mgr. since May 1, 1943. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WHITEHURST, ROLAND, with Electric Storage Battery Co. as vice-pres. in chge. of sales since Oct., 1948. Born Manchester, Eng., 1893. Grade, high schl. Entered automobile business in 1908 at New York City with Electric Storage Battery Co.

WHITNEY, MAURICE P., with Eclipse Mach. Div., Bendix Aviation Corp., as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WHITTAKER, C. K., with Studebaker Corp. as vice-pres since 1935. Born Springfield, Mo., Nov. 28, 1889. Colorado Col. Entered automobile business in 1911 at Meadville, Pa., with Overland dealer as salesman.

WIBEL, ALBERT M., with Nash-Kelvinator Corp. as vice-pres. since June, 1943. Born Peru, Ind. Univ. of Indiana; Detroit Coll. of Law, LL.D. Entered automobile business in 1912 at Detroit, Mich., with Ford Motor Co. as engineering clerk. With Ford 31 years; vice-pres. and dir., 1941-43.

WICKHAM, FRANK A., with Lyon, Inc., as gen. sales mgr. since 1951. Born Meadville, Pa. Entered automobile business in 1909 at Spokane, Wash., with E. M. F. Co., as branch mgr.

WIELAND, ARTHUR J., with Ford Motor Co. as vice-pres.; gen. mgr. Ford Int'l since 1951. Born Sandusky, O., 1895. Entered automobile business in 1925, overseas, with General Motors.

WILES, IVAN L., with Buick Motor Div. e gen. mgr., vice-pres. of GM. Born Goodland, Ind., June 13, 1898. Wabash College, A.B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932.

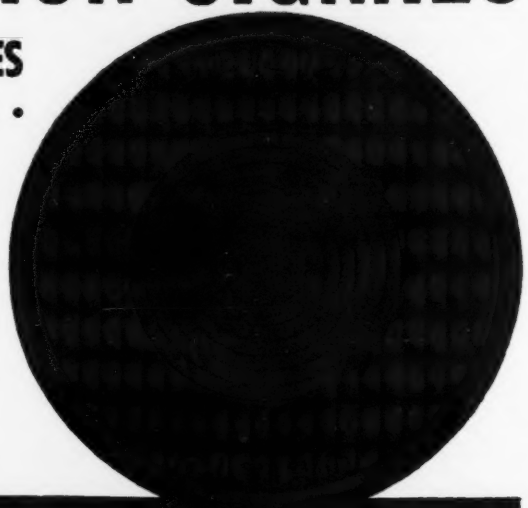
WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

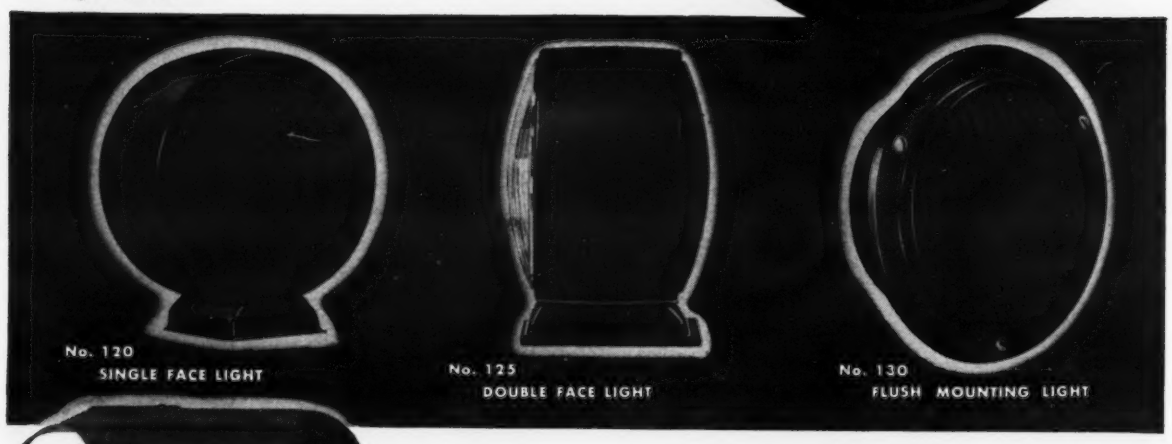
WILLIAMS, HARRY A., with Automobile Mfgrs. Assn. since April, 1952, as manager of public relations department. Born in Cincinnati, Sept. 2, 1918. Wayne University. Entered automobile business with Automotive News in 1937.

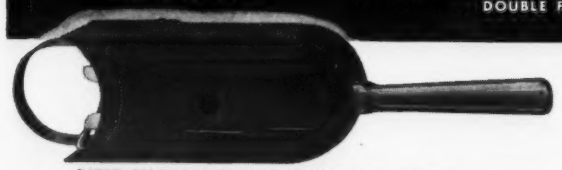
100% GREATER VISIBILITY IN NEW DIRECTION SIGNALS

EXCLUSIVE NEW DIETZ LUCITE LENSES PROVIDE EXTRA ADVANTAGES • • • •

- **Photometric tests prove DIETZ Lucite Lenses transmit twice as much light as glass. Far exceed I.C.C. and latest S.A.E. specifications.**
- **Exclusive design Lucite plastic Lenses give higher visibility, are practically unbreakable, last much longer.**
- **DIETZ Light Units are much sturdier. Heavy rubber pad protects Lights, waterproofs mounting.**
- **No disassembly needed when mounting. A single screw provides for changing bulb and lenses.**
- **Simplified, sturdy 2 bolt mounting of Single and Double Face Units—4 positions, vertically or horizontally. Can't jar loose.**
- **Self-cancelling or non-cancelling Switches with Flashers. E.T.L. tested for over 175,000 cycles of continuous operation.**







DIETZ SELF-CANCELLING SWITCH No. 111-C
DIETZ NON-CANCELLING SWITCH No. 111-N

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CLASS "A"—TYPE 2 SIGNAL LIGHTS WITH DIRECTION ARROWS

For unmistakable signalling—vivid Amber arrows on black backgrounds. Single Face, Double Face and Flush Mounting models available individually and in popular Sets. Typical fine DIETZ construction, fully tested and approved.

As original equipment or for installation by dealers, DIETZ Class "A"—Type 1 Direction Signal Lights, with their brilliant Lucite plastic Lenses, are impressive features on trucks, buses and trailers. But, of greatest importance, they contribute a definite added safety factor that, in itself, is a sales stimulant. Class "A"—Type 1 Direction Signal Lights are the ONLY lights approved for use in many States, and other States have legislation pending confining approval to lights of this type. Write for full information on DIETZ Direction Signal Lights, Switches and Sets and name of nearest Jobber. R. E. Dietz Company, 225 Wilkinson St., Syracuse 1, N. Y.

OVER A CENTURY OF LIGHTING DIETZ

AUTOMOTIVE NEWS FAMILY ALBUM

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as prod. engr. since 1951. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac Products, Inc.

WINE, LYMAN A., with Electric Auto-Lite Co. since 1942; vice-pres. 1951. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WINTHER, MARTIN P., with Eaton Mfg. Co. as vice-pres.-dir. of engrg. since 1948. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffery Co., as apprentice.

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high school. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WILLIAMS, SELDEN T., pres. A. Schraeder's Son, Inc. vice-pres., Scovill Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.E., M.S.; Worcester Poly. Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1903. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WOLFE, WILLIAM S., with Goodyear Tire & Rubber Co. as factory mgr. (domestic plants) since 1939. Born Pawling, N. Y., Dec. 7, 1890. Marietta Coll., B.A.; Mass. Inst. of Tech., B.S. Entered automobile business in 1912 at Akron, O., with Goodyear Tire & Rubber Co. as development engr.

WOOD, W. A., with Aetna Ball and Roller Bearing Co. as pres. and treas. Born Chicago, Ill., Dec. 31, 1897. Iowa State Coll. Entered automobile business in 1922 in Chicago, Ill., with Aetna Ball and Roller Bearing Co.

WOOLSON, L. IRVING, with DeSoto Div. Chrysler Corp. as vice-pres. in chg. mfg. since 1951. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WILLIAMS, WALKER A., appointed vice-pres. sales and adv., Ford Motor Co., Sept. 25, 1950. Formerly gen. sales mgr. Ford Div. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as clerk.

WILLIS, FRANK B., with Bendix Products Div. of Bendix Aviation Corp. as office mgr. since 1946. Born Waterloo, Ind. Indianapolis Business University. Entered automobile business in 1900 at Indianapolis, Ind., with Carl G. Fisher Co. as salesman.

WILSON, CHARLES E., with GM Corp. since 1919, as pres. since 1941. Born Minerva, O., 1890. Carnegie Inst. of Tech. Engineer at Westinghouse 1909-1919. First experience in automobile industry in design of electric-starting motors in 1912.

WILSON, ROBERT S., with Goodyear Tire & Rubber Co., Akron, O., as vice-pres. and sales mgr. since March 27, 1928. Born in Wooster, O., Jan. 4, 1890. Princeton Univ., B.A. Was graduated in 1910. Entered automobile tire business in 1912 at Akron, O., with Goodyear Tire & Rubber Co. in service dept.

WILSON, STEVEN B., with Fram Corp. as pres. since 1929; chmn. of bd. since 1942. Born Washington, D.C., Dec. 12, 1890. Univ. of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WINANS, EARL W., with Federal Motor Truck Co. as chief engr. since 1931. Born in Columbus, Ind. Purdue Univ., B.S. in M.E. Entered automobile business in 1908 at Hartford, Conn., with Electric Vehicle Co. as draftsman.

WINDSOR, (BUZZ) E. W., with Sherwin-Williams Co. as gen. mgr. auto. sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

A car's best friend is its value

THERE'S one asset that stands a car in good stead all through its life.

An asset that helps to clinch a new-car sale even after the prospect's first enchantment over style, color, and advanced features has worn off.

That keeps a car-buyer sold on the car he has bought, even after long years of hard service.

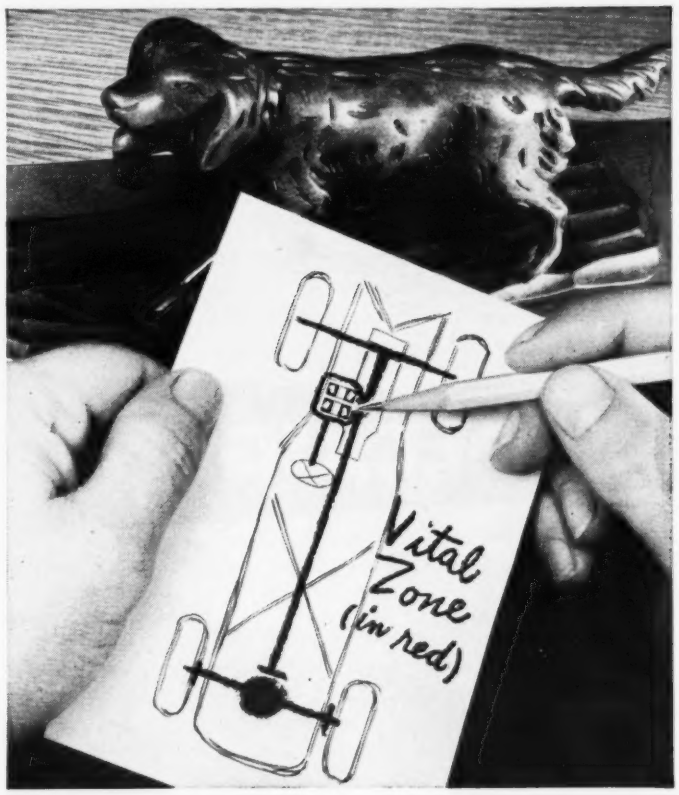
That boosts a car's saleability on the used-car lot.

The asset is *value*—a car's best friend in *every* need.

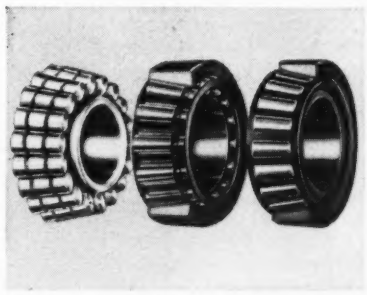
Today value counts with customers more than ever. Especially in the moving parts—the "vital zone". To give the customers the "vital zone" value they look for, you may find this formula helpful when appraising component parts:

$$Value = \frac{quality + service + public\ acceptance}{price}$$

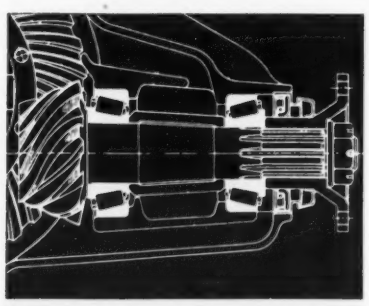
It shows that price is only one factor in value, and must be weighed in relation to the factors *above* the line. Timken® bearings give you far more above the line than any other tapered roller bearings. Higher quality, better service, and more public acceptance. And in terms of value features, Timken bearing prices are lower today than ever. The Timken Roller Bearing Company, Canton 6, Ohio.



How TIMKEN® bearings give you value where it counts most . . . in the "vital zone":



FIRST TAPERED ROLLER BEARING was pioneered by the Timken Company in 1899. Since then, every major design improvement has come from the Timken Company. Above: two early designs and today's (right). Design leadership is a big reason for Timken bearings' value.



ALL BUT TWO makes of cars have Timken tapered roller bearings on the pinion — toughest automotive bearing application. It's proof of the preference for Timken bearings where value counts the most—in pinions, wheels, differentials, steering gears—the "vital zone" of the car.

ONLY TIMKEN BEARINGS GIVE YOU ALL THESE VALUE FEATURES

QUALITY

1. Design leadership
2. Steel made in our own mill
3. Precision manufacture
4. Rigid quality control
5. More than 50 years' experience

SERVICE

6. Unequalled engineering service
7. Unequalled research and development facilities for your use
8. Installation service in the field
9. Widest range of sizes
10. Most dependable source of supply

PUBLIC ACCEPTANCE

11. First choice throughout industry
12. Best-known name in bearings
13. Widespread advertising

it's TIMKEN for VALUE

TRADE-MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS

NOT JUST A BALL ◯ NOT JUST A ROLLER ▭ THE TIMKEN TAPERED ROLLER ▭ BEARING TAKES RADIAL ↓ AND THRUST →◯← LOADS OR ANY COMBINATION →◯←

AUTOMOTIVE NEWS FAMILY ALBUM

WORTHINGTON, JOHN A., with Koppers Co., Inc., piston ring dept. as mgr. industrial sales. Born Annapolis, Md., July 5 1897.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ontario, Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago, C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1928. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

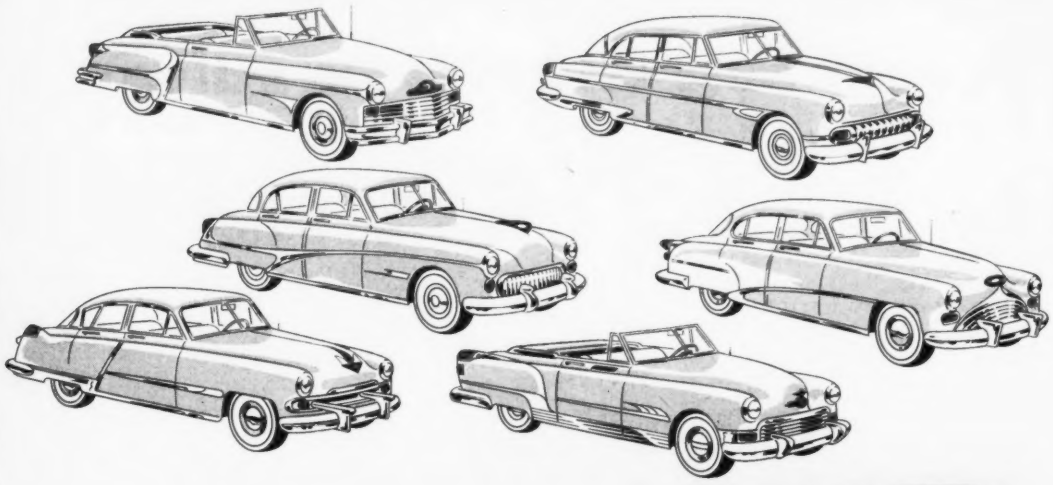
YOUNG, THOMAS H., with United States Rubber Co. as dir. of adv. since 1939. Born Boston, Mass., March 12, 1893. High school. Entered automobile business in 1916 at N.Y.C. with United States Rubber Co. as mgr. trade record dept.

ZEDER, JAMES C., with with Chrysler Corp. as vice-pres. and dir. of engrg. and research since May, 1950. Pres. Chrysler Inst. of Engrg. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

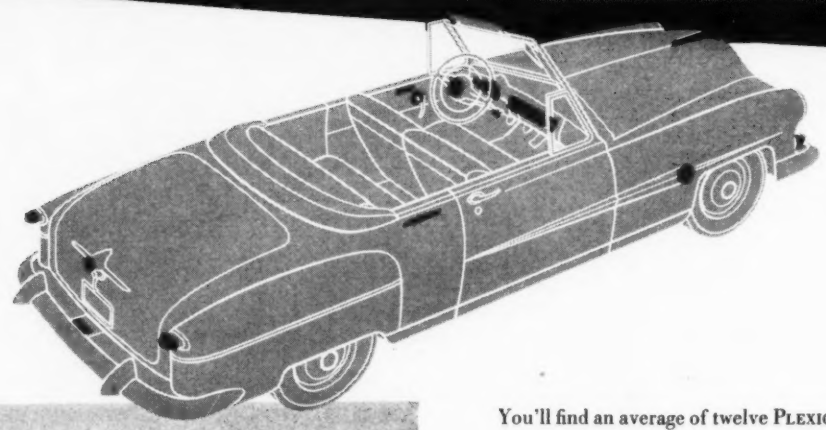
ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn., July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn. since 1933.

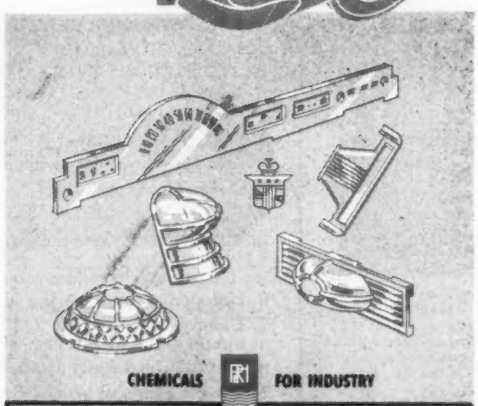
ZONSIUS, KENNETH C., with Goodyear Tire & Rubber Co. as dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear Org. as clerk.

Everywhere You Look...on the New Cars



PLEXIGLAS Molded Parts





You'll find an average of twelve PLEXIGLAS molded parts on the 1952 models. You'll find them everywhere you look: front and rear medallions; tail light and stop light lenses; instrument panels; parking light lenses; hood and steering wheel ornaments; decorative bezels and escutcheons; clock, speedometer, radio and gauge dials.

PLEXIGLAS acrylic plastic brings gleaming beauty to molded parts, *plus* resistance to heat and breakage, excellent dimensional stability, and outstanding resistance to weather. That's why PLEXIGLAS is used in so many different ways, inside and outside the automotive industry.

We'd like to tell you how this material can serve *you* to advantage. Just write us about your problem.

ROHM & HAAS COMPANY

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

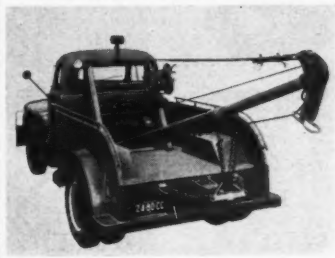
Representatives in principal foreign countries

Detroit representatives: *W. E. Biggers and R. C. Oglesby, 728 Fisher Building, Detroit 2, Michigan. Telephone: Trinity 3-3200.*

PLEXIGLAS *is a trademark, Reg. U.S. Pat. Off. and in principal foreign countries.*

Canadian Distributor: *Crystal Glass & Plastics, Ltd., 130 Queen's Quay at Jarvis Street, Toronto, Ontario, Canada.*

POWER WRECKERS



MODEL AT6AEX WRECKER
Boom in Extended Position

MODEL AT5A STANDARD WRECKER—Stationary Boom

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Auto Truck Equipment Co.
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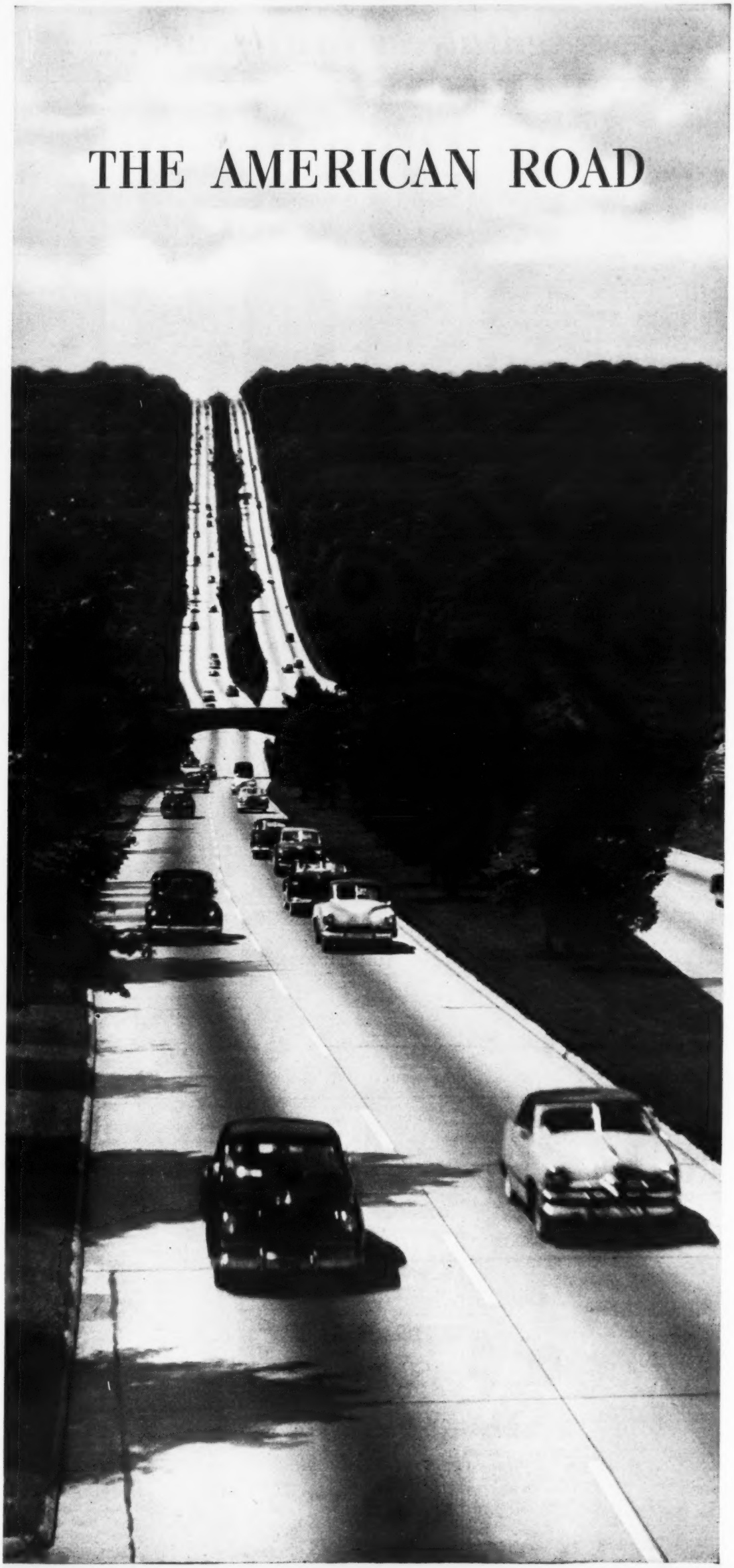

Once it was 2,151 miles long—now it runs for 3,322,000 miles

In the good old days, when Henry Ford was still tinkering with his first cars, motoring was a risky and a random thing. But your first drive was unforgettable.

You put on your cap, goggles, gauntlets, leather driving coat and leggings; your nervous sweetheart donned her snug ankle-length duster, and wound around her head a fringed silk auto scarf, 90 inches long. The wicker picnic hamper was packed with cold chicken, sharp cheese and hard-boiled eggs.

You set the throttle and the spark levers. You had to watch out or you would get a jolt that would knock your elbow loose. You cranked furiously and leaped over the door into the driver's seat. The car was jumping as if it would fly apart. Then you pushed the gas lever up and up, and stepped on the "low" pedal. With a groan and a clank, you were off into adventure, flying along at 25 miles an hour.

Where did you go on your first trip? Everybody went to the End of the Road. In those days there *was* an *End of the Road*. Outside the stone streets of the cities, the road soon died in choking dust or in deep ruts of thick chocolate mud. Great stretches of the nation were unreachable—and undeveloped.

The automobile changed all that. Today the American Road has no end; the road that went nowhere now goes everywhere. One of every seven Americans has a job in the field of highway transportation; a million Americans make cars and parts; a million and a half service and sell cars. Three of every four families own an automobile; Ford alone has built more than 35,000,000 cars.

The funny-looking little contraption on the delicate bicycle wheels became the source of the greatest industry in the world; it has changed all the world's ways of living and thinking.

Persons, things and places in the nation depend on auto wheels. The wheels roll on endlessly, always moving, always forward—and always lengthening the American Road. On that road, the nation is steadily traveling beyond the troubles of this century, constantly heading toward finer tomorrows. The American Road is paved with hope. The years ahead shine with the achievements that are now only dreams—for tomorrow's works will dwarf our own.

At Ford Motor Company, we have faith in the American Road. We believe that America can keep traveling on it toward an even better life for all. We intend to keep contributing to the bright promise of that future.

Ford Motor Company

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FORD TRUCKS AND TRACTORS

◀ *Merritt Parkway, near New Canaan, Conn. Last year Americans traveled more than 465 billion miles within their own country.*

. . . Manufacturers' Representatives in Detroit . . .

AUSTIN, EDGERLY W., 3107 W. Grand Blvd., Detroit 6, Trinity 5-1380. **Timken Roller Bearing Co.**

CASALOU, ROBERT A., 802 Stephenson Bldg., Detroit 2, Trinity 3-0300. **Unity Manufacturing Company.**

FERGUSON, C. M., 4229 Cass Ave., TE. 3-8015. **Sun Electric Corp.**

HUTCHINS, D. JOSEPH, 1405 Henry, Detroit 16, Woodward 3-1060. **Firestone Tire & Rubber Co.**

MARSHALL, ARTHUR B., 5-117 General Motors Bldg., Detroit 2, Trinity 5-1103. **Carter Carburetor Corp.**

AUSTIN, RUFUS P., 8-221 General Motors Bldg., Detroit 2, Trinity 2-6723. **Perfect Circle Corp.**

CHAMBERS, ALLAN C., 8-204 General Motors Bldg., Detroit 2, Trinity 5-5000. **Bendix Products Div. of Bendix Aviation Corp.**

FLEISCHER, J. W., 820 Fisher Bldg., Detroit 2, Trinity 4-1400. **General Electric Co., Lamp Div.**

JANES, EDWIN H., 7-248 General Motors Bldg., Detroit 2, Trinity 5-9144. **Asbestos Mfg. Company.**

McCARTHY, L. P., 2842 West Grand Blvd., Detroit 2, Trinity 1-7170. **Willard Storage Battery Co.**

BARROWS, FRANK C., 1027 Fisher Bldg., Detroit 2, Trinity 1-5290. **Aluminum Co. of America.**

CHERRY, GEO. H., 813 Fisher Bldg., Detroit 2, Trinity 5-1308. **The Anderson Company.**

FREIBERG, L. F., 8-205 General Motors Bldg., Detroit 2, Trinity 5-5000. **Stromberg — Eclipse Machine Division of Bendix Aviation Corp.**

JOHNSON, RUSSELL S., 8-212 General Motors Bldg., Detroit 2, Trinity 5-0662. **Eclipse Machine Div., Bendix Aviation Corp.**

MORSE, C. A., 6-248 General Motors Bldg., Detroit 2, Trinity 2-4178. **Tung Sol Electric, Inc.**

BEECHLER, J. S., 3-146 General Motors Building, Detroit 2, Trinity 3-7650. **Ranco, Inc.**

CLOUSER, WALTER A., 521 New Center Bldg., Detroit 2, Trinity 2-2113. **Muskegon Piston Ring Company.**

HALL, SIDNEY S., 611 Fisher Bldg., Detroit 2, Trinity 5-0080. **Libbey-Owens-Ford Glass Co.**

JUDD, VINCENT C., 261 McDougall Avenue, Detroit 7, LO 8-1419. **Bendix Radio Division, Bendix Aviation Corp.**

MOSS, THOMAS W., 19250 James Couzens Highway, Diamond 1-2345. **Wilkening Manufacturing Co.**

BENNETT, R. V., 627 Fisher Bldg., Detroit 2, Trinity 1-2560. **Champion Spark Plug Co.**

COE, PHILIP K., 6500 Mt. Elliott, Detroit, Walnut 1-7900. **The Goodyear Tire & Rubber Co., Inc.**

HANNA, H. ROSS, 504 Maccabees Bldg., Detroit 2, Temple 2-4000. **Eaton Manufacturing Co., Reliance Division.**

LAVERY, LORNE F., 7-122 General Motors Bldg., Detroit 2, Trinity 2-4700. **New Departure Div. of General Motors Corp.**

MULCAHY, JOHN J., 5919 Cass Ave., Detroit 2, Mich. Trinity 2-6320. **The General Tire & Rubber Co.**

BIGGERS, W. E., 728 Fisher Bldg., Detroit 2, Trinity 3-3200. **Rohm & Haas Co.**

CUNNINGHAM, H. C., 111 Oakman Boulevard, Detroit 3, TO 9-8100. **The DeVilbiss Co.**

HARTNETT, JOHN J., 516 New Center Bldg., Detroit 2, Trinity 3-4400. **Owens-Corning Fiberglas Corp.**

LAWTON, MORGAN B., 8627 Woodward Ave., Detroit 2, Trinity 5-3484. **Lincoln Engineering Co.**

NESTLE, HARVEY J., 16141 Harper Avenue, Detroit 24, Tuxedo 5-4444. **Bear Manufacturing Co., Rotary Lift Co., John Wood Co., Lisle Corp.**

BLUME, W. A., 3078 E. Grand Blvd., Detroit 2, Trinity 5-1270. **Thermoid Company.**

EARL, WILLIAM O., 8-120 General Motors Bldg., Detroit 2, TR. 1-8586. **Collins & Aikman Corp.**

HAYNES, M. D., 18954 James Couzens Hwy., Detroit 35, University 2-7873. **Georgia Webbing & Tape Co., Susquehanna Mills, Inc.**

LEGG, HOWARD L., 4620 Oakman Blvd., Detroit 4, Webster 3-2442. **Clayton Manufacturing Co.**

OBEE, MILT T., 8799 Lyndon, Webster 3-4801. **Aro Equipment Corp., Champion Pneumatic Machine Co., Fox Products Co., Globe Hoist Co., Hunter Engineering Co.**

BROWN, G. A., 1703 Fisher Bldg., Detroit 2, Trinity 5-8245. **Goodall Fabrics, Inc.**

EHLERT, FRED E., 725 Fisher Bldg., Detroit 2, Trinity 5-2493. **The Heil Company.**

HOUGH, P. J., 3391 Sherbourne Rd., Detroit 21, University 1-1809. **Howard-Zink Corp.**

LEININGER, WILLIAM H., 13341 Livernois Ave., Detroit 4, Webster 3-3775. **Metal Powder Products, Inc.**

PENNINGTON, WILLIAM W., 723 New Center Bldg., Detroit 2, Trinity 5-2636. **Auto-Lite Battery Corp.**

CAMPBELL, CORTLANDT R., 406 Fisher Bldg., Detroit 2, Trinity 5-4060. **A. S. Campbell Co., Inc.**

ELDREDGE, ELTON M., 6432 Cass Avenue, Detroit 2, Trinity 1-4911. **The Sparks-Withington Co., Automotive & Marine Products Corp., The Five Star Mfg. Co.**

HOWERTH, HERBERT J., 3-141 General Motors Bldg., Detroit 2, Trinity 5-6960. **Stewart-Warner Corp.**

MADERY, L. W., 5915 W. Warren Ave., TY 8-0579. **International Harvester Co.**

ROBBINS, A. W., 9545 Grand River Avenue, Webster 3-5250. **Bearings Company of America.**

. . . *Manufacturers' Representatives in Detroit* . . .

SAWYER, F. A., 11th Floor—New Center Bldg., Detroit 2, TR 4-3500. **United States Rubber Co., Footwear & General Products Div.**

STUART, D. E., 8-204 General Motors Bldg., Detroit 2, Trinity 5-5000. **Marshall-Eclipse Division, Bendix Aviation Corp.**

TOMLINSON, W. L., 6045 Hamilton Ave., Detroit 2, Trinity 2-4500. **Pittsburgh Plate Glass Co., Automotive Glass Sales.**

VON MERTENS, E. K., 556 Maccabees Bldg., Detroit 2, Temple 2-3300. **American Bosch Corp.**

WALLS, FRED J., 5-223 General Motors Bldg., Detroit 2, Trinity 5-3436. **International Nickel Co., Inc.**

SCHRAG, T. F., 6520 Cass Ave., Detroit 2, Trinity 2-4880. **Clark Equipment Co.**

SULLIVAN, JOHN, 5227 Schaefer Hwy., LU 1-0188. **Manzel, Inc., The Nuday Co.**

VALPEY, F. RUSS, 316 Fisher Bldg., Detroit 2, Trinity 1-7502. **Standard Products Co.**

VOSLER, NEIL C., 10424 W. McNichols Rd., Trinity 2-1350. **Purolator Products, Inc.**

WILLIAMS, RICHARD C., 5-238 General Motors Bldg., Detroit 2, Trinity 5-1990. **E. I. du Pont de Nemours & Co., Inc.**

SEIFERT, C. J., 536 Maccabees Bldg., Detroit, TE 1-1027. **Reynolds & Reynolds Co.**

SINCLAIR, R. W., 8-255 General Motors Bldg., Detroit 2, Trinity 2-3433. **Casco Products Corp.**

STEGER, A. J., 318 Fisher Bldg., Detroit 2, Trinity 5-5992. **Bendix-Westinghouse Automotive Air Brake Co.**

STRITCH, GEORGE J., 503 New Center Bldg., Detroit 2, Trinity 5-8850. **B. F. Goodrich Co.**

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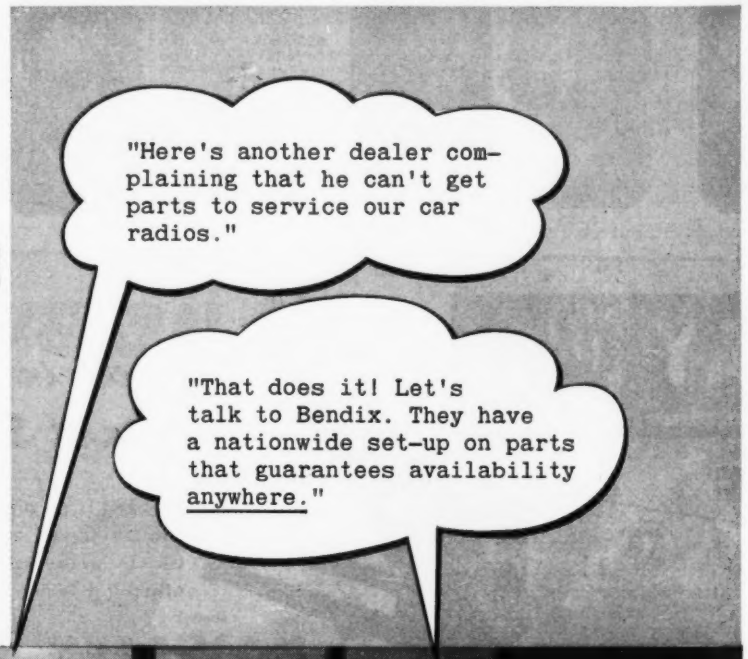

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With an organization like Bendix behind your dealers, complaints about unavailability of parts will be a thing of the past. Bendix has many other advantages to offer you . . .

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. . . Media Men in Automobile Capital . . .

ANDERSON, HARRY A., mgr., The Branham Co., 7-236 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

BAKER, JR., JOHN H., Free Press Bldg., Detroit 31, Mich. Chicago Daily News.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-229 General Motors Bldg., Detroit 2, Mich. Representing 10 Hearst newspapers and Pictorial Review.

CORSON, D. M., Moloney, Regan & Schmitt, Inc., 7-221 General Motors Bldg., Detroit 2, Mich. Representing 15 publications.

GRAF, GENE, 1713 Fisher Bldg., Detroit 2, Mich. Detroit mgr. and automobile editors, New York Mirror.

ANDERSON-SMITH, B. C., The John Budd Co., 642 Book Bldg., Detroit 26, Mich. Representing 15 newspapers.

BATES, WALLACE E., 1975 Penobscot Bldg., Detroit 2, Mich. Chicago Tribune.

CHAFFIN, EDWARD J., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., The Saturday Evening Post.

DAVIDSON, THEODORE A., 3-101 General Motors Bldg., Detroit 2, Mich. The Christian Science Monitor.

GROSS, WALTER, NBC television, 3175 Penobscot Bldg., Detroit 26, Mich. Detroit mgr.

ARMITAGE, CLAYTON P., 8-257 General Motors Bldg., Detroit 2, Mich. Mgr. Farm Journal, Inc.

BEST, HIL F., 800 Transportation Bldg. Vice-pres. in chg. of western operations, Fred Kimball, Inc. (newspapers); American Poultry Journal; The American Bottler; Farm Quarterly and Extension magazine.

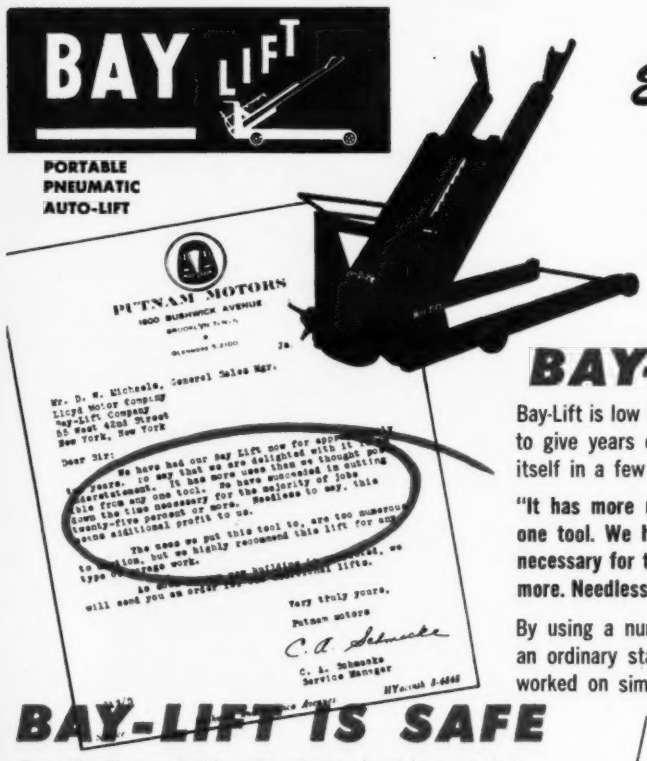
CODY, FRED K., 8-240 General Motors Bldg., Detroit 2, Mich. Quick Magazine.

deBEAUBIEN, PHIL F., 8-240 General Motors Bldg., Detroit 2, Mich. Look magazine.

HAMMEN, JAY L., 3975 Penobscot Bldg., Detroit 26, Mich. Parade Publication, Inc. Detroit mgr.

BAY LIFT

PORTABLE PNEUMATIC AUTO-LIFT



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BAY-LIFT SAVES

Bay-Lift is low in cost. Saves Time and Labor. Guaranteed to give years of trouble-free performance, yet pays for itself in a few months.

"It has more uses than we thought possible from any one tool. We have succeeded in cutting down the time necessary for the majority of jobs twenty-five percent or more. Needless to say, this means additional profit to us."

By using a number of Bay-Lifts — which cost less than an ordinary stationary hoist, a number of jobs may be worked on simultaneously.

BAY-LIFT IS SAFE

Bay-Lift offers a double safety factor. Load is supported by air-tight cylinder and made doubly safe at any height by automatic safety rachet lock device.

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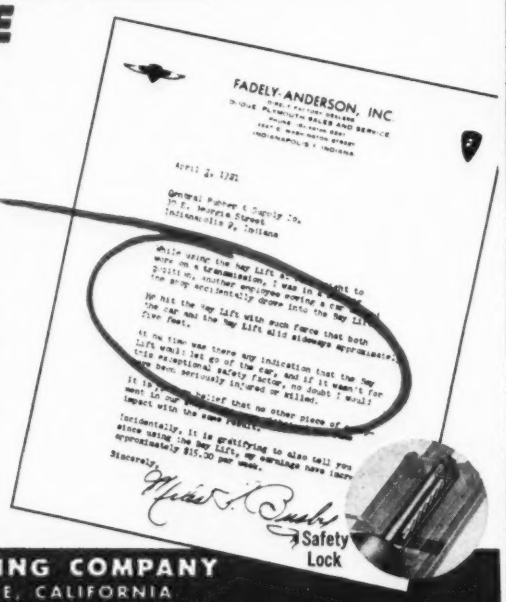
"He hit the Bay-Lift with such force that both the car and the Bay-Lift slid sideways approximately five feet — if it wasn't for this exceptional safety factor, no doubt I would have been seriously injured or killed . . . no other piece of equipment . . . could have withstood the same impact —"

Bay-Lift requires no "tricky" attachments. Conserves space.



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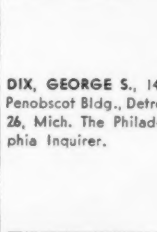
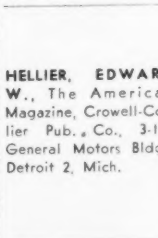


DIX, GEORGE S., 1457 Penobscot Bldg., Detroit 26, Mich. The Philadelphia Inquirer.



HELLIER, EDWARD W., The American Magazine, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

DOTY, H. FAIRCHILD, 3-140 General Motors Bldg., Detroit 2, Michigan. Popular Mechanics Magazine.

HIGGINS, JAMES J., 1763 Penobscot Bldg., Detroit 26, Mich. Texas Daily Press League, Inc.; Arkansas Dailies, Inc.

FIELD, CHARLES B., with Curtis Publishing Co. as manager Detroit branch.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 21, Mich. Publication mgr., Holiday.

FIELD, ROBERT, Collier's Magazine, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

HUGHEL, MYRON M., 1006 Fisher Bldg., Detroit 2, Mich. Regional mgr., advertising sales staff, U. S. News & World Report.

FORBES, BRUCE C., vice-pres. B. C. Forbes & Sons Publishing Co., 5-116 General Motors Bldg., Detroit 2, Mich. Forbes Magazine.

HUSBANDS, ROY, Women's Home Companion, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

GALL, DAMON S., 2020 Guardian Bldg., Detroit 26, Mich. Detroit mgr. Pathfinder magazine.

JONES, JAMES B., Scripps-Howard Newspapers, 5-257 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

. . . Media Men in Automobile Capital . . .

KENT, JACK F., vice-pres. and Detroit mgr., Ward-Griffith Co., Inc., 3-221 General Motors Bldg., Detroit 2, Mich. Newspaper representatives.

MILLER, LUKE E., 1701 Fisher Bldg., Detroit 2, Mich. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

SHAFER, JACK, mgr., West-Holliday Co., Inc., 1214 Penobscot Bldg., Detroit 26, Mich. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

STEVENS, CLARK H., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Representing 17 newspapers.

VAN HORN, JR., EDWARD, 1900 Fisher Bldg., Detroit 2, Mich. Fortune Magazine.

LAINE, MAURICE D., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., Country Gentleman.

MORIN, ROBERT M., Geo. A. McDevitt Co., 425 New Center Bldg., Detroit 2, Mich.

SPADEA, JOSEPH R., 902 Fisher Bldg., Detroit 2, Mich. Representing Columbia Broadcasting System, Inc., Radio Network Detroit Manager.

TRUDE, SAMUEL H., 5-270 General Motors Bldg., Detroit 2, Mich. Mgr. Detroit office This Week Magazine.

WALBRIDGE, WILLARD, mgr., Television, 622 W. Lafayette, Detroit 31, Mich. WWJ-TV.

LEMPKE, LESLIE C., 1808 Fisher bldg., Detroit 2, Mich. Publication mgr., Ladies' Home Journal.

PEQUINOT, PAUL H., 3049 E. Grand Blvd., Detroit 2, Mich. Mgr. Detroit office, Scheerer & Co. Indiana League of Home Dailies, Michigan League of Home Dailies.

STALL, DAN M., 1900 Fisher Bldg., Detroit 2, Mich. Time Magazine.

VAN HORN, HAROLD H., 1626 Guardian Bldg., Detroit 26, Mich. Sports Afield.

WOODRUFF, ROBERT N., Crowell-Collier Publishing Co., 3-161 General Motors Bldg., Detroit 2, Mich. American Magazine, Collier's, Woman's Home Companion.

LUNDALE, J. W., Ridder-Johns, Inc., 850 Penobscot Bldg., Detroit 26, Mich. Detroit mgr. 4 newspapers.

ROBERTS, PRESTON, mgr., Detroit office, O'Mara & Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich. Representing 13 newspapers.

LUSK, O. E., 2970 W. Grand Blvd., Detroit 2, Mich. Elks Magazine.

RUPRECHT, PHILLIP, 856 Penobscot Bldg., Detroit 26, Mich. Vice-pres., McGraw-Hill Publishing Co.

MATTIMORE, W. J., 8-240 General Motors Bldg., Detroit 2, Mich. Look Magazine.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Life Magazine.

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Detroit mgr., American Weekly.

SALTSMAN, ROBERT G., 3575 Penobscot Bldg., Detroit 26. Representing Esquire and Coronet.

McGUINEAS, M. O., Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Representing 29 newspapers.

SAMPSON, DAVID E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl. Bldg., Detroit 26, Mich. Representing 23 newspapers.

METZGER, HOYT (RED), 3-255 General Motors Bldg., Detroit 2, Mich. Newsweek Magazine.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Representing 8 newspapers and Grit Magazine.

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Saves Buying New Third Arm Assembly
Corrects slack in steering line
Re-uses original steering arm
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Provides new bearing surfaces. Eliminates oil leaks from Transmission. Prevents dilution of Differential lubricant, due to Transmission oil leak. Stops excessive vibration and whipping in Drive Shaft caused by loose bearing. Install Without Tearing Down Differential.

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Patented
Saves Buying A New Drive Shaft Housing
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Prevents oil leakage around Ball Housing. Longer life due to oversize construction. No machine work or special tools required to install. Strengthens Housing 15%.

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Saves Buying New Ring Gear & Pinion Assembly
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Restore original tolerances without replacing Drive Pinion and Ring Gear

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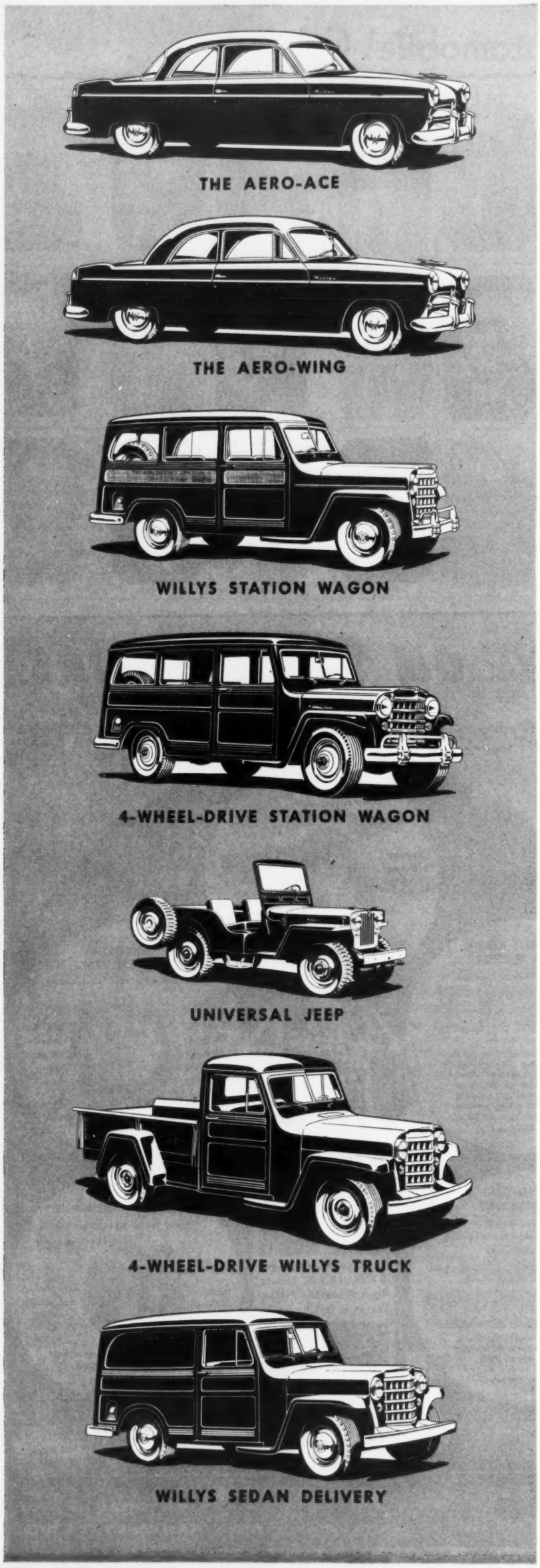

With a product line so diversified, *Willys* offers truly BROAD MARKET COVERAGE.

It's around-the-year coverage, too, for Willys' exclusive 4-wheel-drive line sells best when the weather is worst. The Willys franchise spells opportunity for ambitious dealers.

The number of open points are limited but each offers a great future for the right man. It will pay you to write, wire or telephone the General Sales Manager.

WILLYS-OVERLAND

MOTORS, Inc.

Toledo 1, Ohio

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Denver Automobile Dealers Assn., Colorado Automobile Dealers Assn., 16 W. 13th Ave., Denver, Colo., **TOM D BRADEN**, executive secretary.

Kansas Motor Car Dealers Assn., 214 W. Sixth Ave., Topeka, Kan., **ROSCOE HAMBRIC**, secretary-manager.

Automobile Trade Assn. of Maryland, 1010 St. Paul St., Baltimore 2, Md., **J. CAVENDISH DARRELL**, general mgr.

Minnesota Automobile Dealers Assn., 314 Plymouth bldg., Minneapolis 3, Minn. **LEO B. FARICY**, general manager.

Arizona Automobile Dealers Assn., 214 Industrial bldg., Phoenix, Ariz., **CLINTON A. STEINHOFF**, manager.

Detroit Auto Dealers Assn., 4600 Cass ave., Detroit, Mich., **PAUL T. GRAVES**, executive vice-president.

Kentucky Automobile Dealers Assn., Inc., 601-3 Republic bldg., Louisville 2, Ky., **LEW ULLRICH**, managing director.

Massachusetts State Automobile Dealers Assn., Inc., 938 Park Square bldg., Boston, Mass., **WILLIAM A. PLUNKETT**, executive vice-president and general manager.

Mississippi Automobile Dealers Assn., Lampton Building Annex, P. O. Box 531, Jackson, Miss., **GEORGE LEMON SUGG**, manager.

Arkansas Automobile Dealers Assn., Inc., 108 W. Ninth st., The Remmel bldg., Little Rock, Ark., **GEORGE H. BENJAMIN**, secretary-manager.

Florida Automobile Dealers Assn., 27 E. Central ave., Orlando, Fla., **WALTER C. MALLORY**, general manager.

Maine Automobile Dealers Assn., Inc., 4 Washington st., Auburn, Me., P. O. Box 270, **WILLIAM V. HOOD**, manager and clerk of corporation.

Michigan Automobile Dealers Assn., 514 Olds Tower Bldg., Lansing, Mich. **GILBERT HALEY**, exec. sec.

Missouri Automobile Dealers Assn., 302 Adams, Jefferson City, Mo., **JAMES A. GORMAN**, secretary - manager.

Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland pl., Brooklyn 17, N. Y., **C. RAY PALMER**, executive vice-president.

Georgia Automobile Dealers Assn., 353-361 Peachtree Arcade bldg., Atlanta, Ga., **LEWIS L. AUSTIN**, secretary.

Motor Car Dealers Assn. of Northern Calif., Inc., 1409 Bush st., San Francisco, Calif. **AMOS T. CROWL**, managing director.

Honolulu Motor Car Dealers Assn., Kapiolani Bowl Bldg., Ward at Kapiolani Blvd., Honolulu, Hawaii **ROBERT T. CARSON**, executive secretary.

Motor Car Dealers Assn. of Southern California, 710 Ninth and Hill bldg., Los Angeles, Calif., **CHARLES H. ELMENDORF**, executive secretary.

Idaho Automobile Dealers Assn., 211 Continental Bank bldg., Boise, Ida., **LEON L. WEEKS**, secretary.

Chicago Automobile Trade Assn., 35 E. Wacker dr., Chicago 1, Ill., **EDWARD L. CLEARY**, general manager.

Illinois Automotive Trade Assn., Inc., 512-514 Lehmann bldg., Peoria 2, Ill., **C. W. COONS**, executive manager.

Cleveland Automobile Dealers Assn., 310 Lakeside ave. W, Cleveland 13, O. **R. EARL BURROWS**, secretary-manager.

Automobile Dealers Assn. of Indiana, Inc., 340 E. Market St., Indianapolis, Ind. **HERMAN SCHAEFER**, executive secretary.

Connecticut Automotive Trades Assn., Inc., 252 Asylum st., Hartford 3, Conn., **CARL R. LANE**, executive vice-president.

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QUESTION: why do thousands of car dealers from C-O-A-S-T TO C-O-A-S-T polish with

Meguiar's MIRROR GLAZE

ANSWERS:

EVEN ON BRAND NEW CARS NO FADING

- *That great day, delivery day, can mean so much more to your customer if their new car is at its sparkling best. With MIRROR GLAZE you don't have to wait 30 or 60 days, you can glaze new cars immediately regardless of color and have no fears about fading.*

OUTLASTS ANY OTHER WAX, POLISH OR GLAZE

- *That's because MIRROR GLAZE is a paint preservative, actually penetrating the pores and body of the paint. The result is greater depth of protection and a longer-lasting, more beautiful job every time.*

BRINGS OUT DEPTH OF COLOR, REAL CAR BEAUTY

- *MIRROR GLAZE does give greater depth, clearness and luster to any car finish. That's why thousands of automobile dealers from coast to coast count on it for complete customer satisfaction.*

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SEND FOR FREE CATALOG *showing our complete line of highest quality automobile machine and hand applied polishes.*

MIRROR BRIGHT POLISH COMPANY
"Fine Polishes Since 1901"
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WRITE TODAY FOR YOUR COPY
"How To" Increase Profits in your polish department

. . . Managers of State Dealer Associations . . .

Montana Automobile Dealers Assn., Inc., Helena, Mont., **JOHN J. JEWELL**, secretary-treasurer.

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New Mexico Automotive Dealers Assn., Inc., 202 Tower Bldg., 510 North Second St., Albuquerque, N. M., **WILLIAM "BILL" RANDOLPH**, executive secretary and manager.

New York State Automobile Dealers, Inc., 190 State st., Albany, N. Y., **CHARLES D. HENDERSON**, executive vice-president.

South Dakota Automobile Dealers Assn., 316 W. 9th St., Sioux Falls, S. D., **D. BURNEY BRODERICK**, secretary-manager.

National Automobile Dealers Assn., 1026 17th st., NW, Washington, D. C., **M. ROBERT DEO**, managing director.

New Jersey Automotive Trade Assn., 744 Broad St., Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

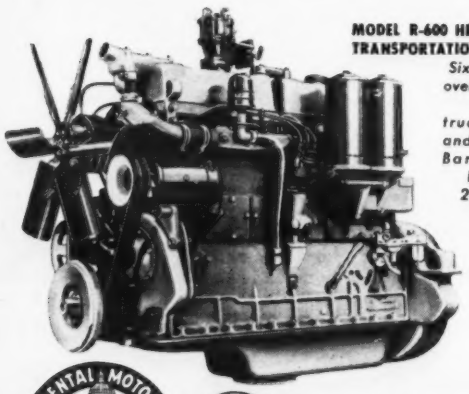
Automobile Merchants Assn. of New York, Inc., Park Sheraton Hotel, 56th and 7th Ave., New York 19, N. Y. **JOSEPH W. FARLOW**, executive vice-president.

North Carolina Automobile Dealers Assn., Suite 703, 710, 713, Raleigh Bldg., Raleigh, N. C. **MRS. BESSIE B. BALLENTINE**, executive secretary.

Tennessee Automotive Assn., 324 Third National Bank bldg., Nashville 3, Tenn., **DAVID P. WHELCHEL**, executive vice-president and general manager.

CONTINENTAL RED SEALS . . .

When you buy a truck or highway tractor powered by one of the latest Continental Red Seal transportation engines, you get the benefit of 50 years' alert and progressive engineering. Most recent among Red Seal advances that save real money for you are improvements in cylinder head design, carburetion, manifolding and valving, combining to squeeze the last ounce of power from any fuel. For most ton-miles per gallon—gasoline, Diesel, L.P.G.—haul with Continental Red Seal power in 1952.



MODEL R-600 HEAVY DUTY TRANSPORTATION ENGINE— *Six-Cylinder—overhead valve type—for trucks, buses and tractors. Bare engine h.p. 212 @ 2800 r.p.m.*

Only **IN**

CONTINENTAL RED SEAL DO YOU GET ALL THIS:

Patented Continental system of Individual Porting.
Sodium-cooled positive-rotation Silchrome exhaust valves, Stellite-faced, with Stellite seats.
Dual downdraft carburetion.
Durex-100 Diesel-type bearings.
Tocco-hardened alloy steel crankshaft.
Full-length water jacketing.
Controlled-direction coolant flow.
Chrome-plated top piston rings.
Built-in oil cooler and filter.
Leakproof water pump.

CONTINENTAL MOTORS · Powerful as the Nation · AMERICA'S STANDARD · 1902 OUR 50th YEAR 1952

PARTS AND SERVICE EVERYWHERE

Continental Motors Corporation
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North Dakota Automobile Dealers Assn., 413 deLendrecie bldg., Fargo, N. D., **GEORGE DIXON**, manager.

Texas Automotive Dealers Assn., 910 Perry-Brooks Bldg., Austin 1, Texas, **W. A. "CAP" WILLIAMSON**, 1st vice-president and manager.

Ohio Automobile Dealers Assn., 50 E. Broad st., Columbus 15, O., **WALT R. HAMER**, executive secretary.

Utah Automobile Dealers Assn., Newhouse hotel, Salt Lake City, Utah. **ELIAS J. STRONG**, secretary-manager.

Oklahoma Automobile Dealers Assn., 315 Skirvin hotel, Oklahoma City, Okla., **FRED ALBERT**, secretary-manager.

Automotive Trade Assn. of Virginia, 1800 W. Grace st., Richmond, Va., **JOHN EDWARD RAINE**, executive secretary.

Oregon Automobile Dealers Assn., 729 S. W. Alder, 614 Park Bldg., Portland 5, Ore., **EDWARD "BRUD" FOX JR.**, general manager.

Washington Automotive Trade Assn., Suite 711, Defense Bldg., 1026 17th St., N.W., Washington 6, D. C., **RICHARD J. MURPHY**, managing director.

Pennsylvania Automotive Assn., 1925 N. Front st., Harrisburg, Pa., **CLAUDE S. KLUGH**, general manager.

Washington State Auto Dealers Assn., 929-930 Joseph Vance bldg., Seattle 1, Wash., **FRED K. EELLS**, manager.

Rhode Island Automobile Dealers Assn., 50 Fountain st., Providence 3, R. I., **FRANK J. KOHL**, president.

Automobile Dealers Assn. of West Virginia, 711 Union bldg., Charleston, W. Va., **CARLTON E. WELCH**, general manager.

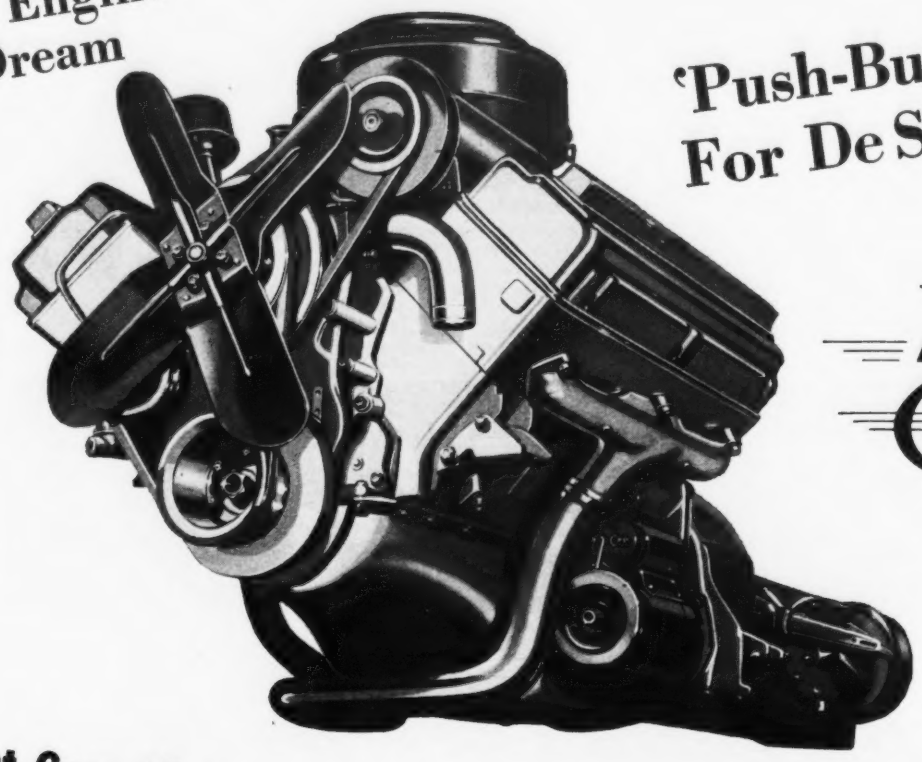
South Carolina Automobile Dealers Assn., 1745 Sumter st., Universal bldg., Columbia, S. C., **MRS. ELLA W. FORD**, executive secretary.

Wisconsin Automotive Trades Assn., 119 Monona ave., Madison 3, Wis., **LOUIS MILAN**, executive vice-president.

De Soto Opens New 'Push-Button' Engine Plant

'Push-Button' Engine Plant Is No Dream

'Push-Button' Plant For De Soto Engine



AUTO MAKERS USE NEW TOOLS

Auto Industry Proceeds With Work on V-8s

160 HORSEPOWER V-8

De Soto Makes V-8 Engines By Machine

New De Soto Plant Goes All-Out For Automatic Machine Tools

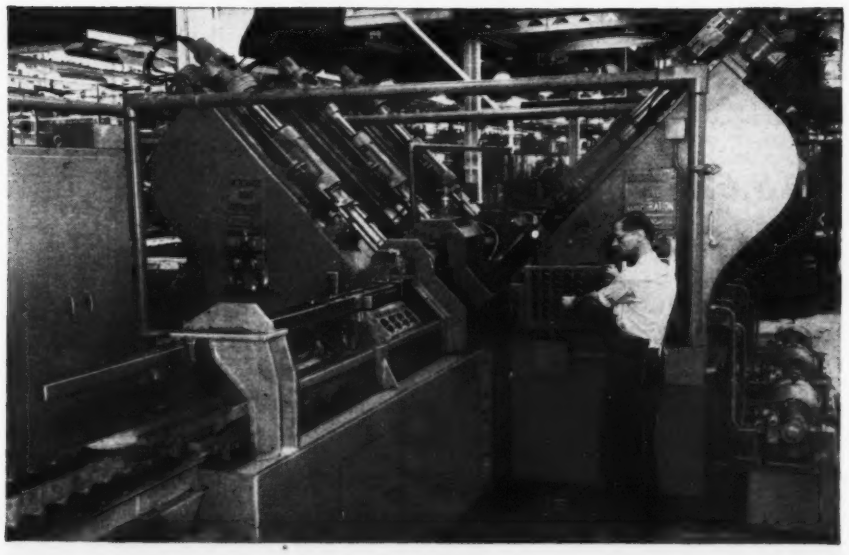
New De Soto Cars Feature Revolutionary-Type Fire Dome V-8 Engine, Result Of Long Research

DE SOTO... BIG NEWS FOR '52

GREAT NEW ENGINE...GREAT NEW PLANT

First came the announcement of the amazing new "push-button" engine plant. Then came the announcement of the new De Soto with the mighty Fire Dome V-8 engine, product of the new plant. With the great new plant and the great new engine, you'll be seeing De Soto in the headlines from now on!

On this completely automatic machine, engine block cylinders are honed faster and more efficiently than ever before.



Every Fire Dome V-8 engine built is rigorously tested for perfect performance on one of 36 dynamometer stands.

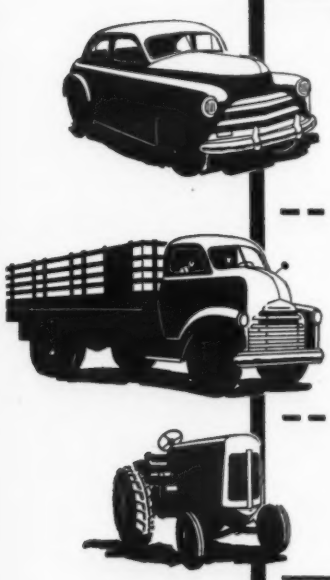
OHIO MICHIGAN PENNSYLVANIA

TOP OF THE LIST!

for Farm Cars, Trucks, Tractors!

When it comes to the number of cars, trucks and tractors on farms, Ohio, Michigan and Pennsylvania rank among the top fourth of all states. Reason is Ohio, Michigan and Pennsylvania farmers have *steady* buying power. Greater crop variety gives them high, steady income the year round.

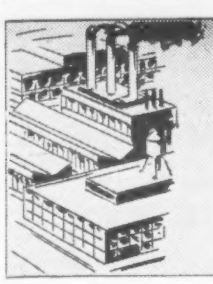
More modern farming methods mean more cars, trucks and tractors are needed. For example, dealers estimate* that in 1951 farmers in these three states will buy 87,154 new tractors. That's over 18% replacement in one year! The surest, most direct way to sell these top farm families is through their own farm papers—THE OHIO FARMER, MICHIGAN FARMER and PENNSYLVANIA FARMER. Over a half million of these stable farm families read them twice a month. For the full story, write Capper-Harman-Slocum, Inc., T1013 Rockwell Ave., Cleveland 14, Ohio.



	THE OHIO FARMER Cleveland Reaches 7 out of 10 Ohio Farm Families. Circulation 153,988. Published semi-monthly.	MICHIGAN FARMER E. Lansing Reaches 4 out of 5 Michigan Farm Families. Circulation 145,694. Published semi-monthly.	PENNSYLVANIA FARMER Harrisburg Reaches 4 out of 5 Pennsylvania Farm Families. Circulation 143,025. Published semi-monthly.
	207,783 Cars	164,743 Cars	151,763 Cars
	65,179 Trucks	57,076 Trucks	66,113 Trucks
	162,076* Tractors	136,685* Tractors	112,384* Tractors
Total Farm Power Units	435,038	358,504	330,260

*Excludes Garden Tractors
Source: Bureau of the Census Preliminary Census of Agriculture 1950

THE OHIO FARMER **MICHIGAN FARMER** **PENNSYLVANIA FARMER**



WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for the 1952 Automotive Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editor.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; flexible fuel pumps and combination shaft assemblies; fuel oil filters; fuel and vacuum pumps; gasoline gauges, strainers; ignition cable terminals; instrument panels; oil filters, elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. George Mann jr., gen. mgr.; C. W. Crick, gen. prod. mgr.; Harry C. Young, comptroller; John C. Hines, gen. sales. mgr; Earl McGinnis, sales prom. mgr.; Frank E. Ray, adv. mgr.; Maurice W. Gotthelf, dir. of pub. rel.; C. Harold Munson, gen. svc. mgr.; L. R. Steffen, dir. of purch.; C. W. McKinley, chief engr. or automotive products; Taine G. McDougal, chief engr. of spark plug production and research; W. A. Bychinsky, chief ignition engr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. J. S. Howell, acct. exec.

A'G'A—Stimsonite, 3445 N. Kimball Ave., Chicago 18, Ill. Stimsonite reflectors acrylic lenses, plastic parts injected, plastic parts compression molded. L. M. Merrill, pres.; I. J. Mack, exec. vice-pres.; W. C. Clemens, treas.; H. A. Doolittle, gen. mgr.; T. B. McCarthy, automotive sales mgr.; S. A. Heenan, chief engr. **Det. Rep.**—T. B. McCarthy, 424 Book bldg.

AP PARTS CORP., 1801 Spielbusch, Toledo 1, O. Mufflers, exhaust pipes, tailpipes, muffler and pipe clamps, muffler and pipe brackets, muffler remover tools, Miracle Power (concentrated petroleum lubricant) and dgf-123 (pre-lubricant). Ralph G. Rule, pres.; W. E. Bullock, exec. vice-pres.; B. W. Lang, vice-pres., dir. pur.; F. M. Coburn, secy.; H. Gail Kreis, sales mgr.; G. L. Cunningham, asst. sales mgr; John J. Nopper, mgr., Miracle Power ind. sales; Albert Joseph, adv. mgr.; Al Sawicki, traf. mgr. **Det. Rep.**—Sam Steele. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich. G. Bobertz, acct. exec.

ABCONE DIE CASTING CO., 10108 Carbon, Detroit 17, Mich. Automobile accessories: Rear view mirrors, glare-gons, headlight discs. Leo Rakoczy, pres. and treas.; Violet La Haye, secy.; Joe Rakoczy, gen. mgr. **Det. Rep.**—Sid Fein, 20095 Votrobeck Ct. **Adv. Agcy.**—Davis-Daniels Adv., Inc., Detroit, Mich. M. D. Molner, acct. exec.

ACCURATE PARTS MFG. CO., 12435 Euclid ave., Cleveland 6, O. Clutch and pressure plates; clutch parts, rebuilders, service tools. Ira Saks, pres.; Philip Saks, treas., gen. mgr.; Philip Silver, sales mgr.; F. A. Knapp, adv. mgr., sales prom. mgr.; George Hodgson, chief engr.; Charles Weller, pur. agt. **Adv. Agcy.**—Edward E. Hibshman & Assoc., Cleveland 14, O.

ACCURATE PRODUCTS, INC., 720 E. Washington st., Indianapolis 2, Ind. Gas tank caps, battery holdowns, univ. joint parts, brake shoe parts, water dist. tubes, metal stampings. Chas. H. Woods jr., pres. and treas; G. B. Johnson, vice-pres.; Mary F. Woods, secy.; H. Olvey, works mgr. **Det. Rep.**—B. L. Mass. **Adv. Agcy.** — Gary Ruben Co., Indianapolis, Ind.

ACHESON COLLOIDS CO., Washington Ave., Port Huron, Mich. Colloidal graphite in various liquid carriers. Howard A. Acheson, pres. and treas.; M. W. Reynolds, vice-pres. and sales mgr.; J. C. Sprague, secy.; P. C. Buck, gen. mgr.; Frank Hall, wks. mgr.; G. C. Giles, asst. sales and traf. mgr.; L. H. Miller, pur. agt. **Det. Rep.**—A. T. Olsson, 300 E. Grand blvd. **Adv. Agcy.**—John Mather Lupton Co., Inc., New York, N. Y. Charles E. Walsh, acct. exec.

ACKLIN STAMPING CO., 1925 Nebraska ave., Toledo 7, O. Stampings and pressed metal assemblies, including brake discs, transmission and clutch parts. F. Cyril Greenhill, pres.; Alvin E. Seeman, exec. vice-pres., treas.; D. L. Mielke, asst. secy.; Harry F. Smith, vice-pres., gen. mgr.; Wilfred Williams, sales and adv. mgr.; R. K. Sterling, sales engr.; J. W. Robinson, chief engr.; Carl Recker, pur. agt.; Austin Gibbons, asst.; Paul Welzbacher, traffic mgr. **Det. Rep.**—Robert K. Sterling, Detroit-Leland. **Adv. Agcy.**—Beeson, Faller and Reichert, Toledo Trust bldg., Toledo 4, O. Art Reichert, acct. exec.

ACME AIR APPLIANCE CO., INC., 100 Hinsdale St., Brooklyn 7, New York. Valve cores, tire pressure gauges, driveway signals, airline gauges, valve caps, air storage tanks, couplings, fittings, vulcanizers, drain cocks, signal tubing, air hose, fishing tools, couplers. Harry Perlman, pres., gen. mgr. and sales mgr.; Morris Perlman, treas.; Vincent Hansen, wks. mgr.; A. Feld, pur. agt., pub. rel. and adv mgr.; Paul Schmid, chief engr. **Det. Rep.**—Mark L. Berman, 2722 Webb Ave. **Adv. Agcy.**—Reiss Advertising Agency, 221 West 57th St., N. Y.

ACME QUALITY PAINTS, INC., 8250 St. Aubin Ave., Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing: undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; F. L. Knapp, asst. secy. and treas.; A. H. MacNabo, secy.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; H. M. Cotton, mgr. automotive prod.; A. W. Stern, sales mgr. refinishing; F. J. Schulte, adv. and sales prom. mgr.; G. H. Hicks, tech. dir.; Leonard Smith, chief engr.; W. T. Glidden, pur. agt.; A. Saunders, asst.; G. Parsons, traffic mgr. **Adv. Agcy.**—Holden, Clifford, Flint, Detroit, Mich.

ACME RUBBER MFG. CO., 3320 S. Main st., Los Angeles 7, Calif. Factories—Trenton 6, N. J. Radiator, cowl ventilator, truck heater, windshield wiper, vacuum gearshift, air and booster brake, defroster-air intake, car heater, air and steam cleaner hoses, truck splash guards. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; H. C. Burger, wks. mgr.; W. J. Madison, sales mgr.; M. J. Weintraub, automotive sales mgr.; B. W. Ross, adv. and pub. rel. mgr. **Adv. Agcy.**—Crossley & Jeffries, Los Angeles, Calif. J. T. Crossley, acct. exec.

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ACTIVE TOOL AND MFG. CO., 888 Clairpointe, Detroit, Mich. Tools, dies, stampings, plumbing ware. Henry Drettman, pres.; Ed. Drettman, vice-pres.; R. N. Harger, exec. vice-pres.; L. Van Tassell, gen. mgr.; L. Puggard, chief engr.; Walter Marx, supt. die shop; George Shaleb, mgr. stamping plant.

ADMIRAL PRODUCTS CO., 22 E. 21st St., New York 10, N. Y. Arm rests, assist straps, sun visors. Louis B. York, pres.; Herman York, gen. mgr. **Det. Rep.**—Roy Rotter Co., 13327 Linwood Ave. **Adv. Agcy.**—The Furman Co., Inc., New York 10 N. Y.

ADRONICS, INC., 271 Grove Ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, light electronic equipment, support masts up to 50 ft., patch cord and cable assembly, tank antenna and mounts. W. A. Robinson, pres.; E. L. Robinson, secy.; G. L. Burggra, vice-pres. and pur. agt.; William F. Lampe, treas.; Harry Ettlinger, chief engr.

AERONCA MFG. CORP., Germantown Rd., Middletown, O. Aircraft; variety of commercial products and metal fabricated parts. John A. Lawler, pres.; S. J. Kuderer, secy. and treas.; Raymond Hermes, vice-pres. in chg. of engrg and sales; Julian Wander, vice-pres. in chg. of mfg.; C. W. France, vice-pres.; Ross M. Paul, materials mgr.; Len Kahny, pur. agt.; George A. Page jr., dir. of research and engrg.; Jack Linzie, asst. to the pres.

AEROQUIP CORP., 300 South E. Ave., Jackson, Mich. Flexible, hydraulic hoses, hose assemblies, fittings, couplings, breakaway tubing. Peter F. Hurst, pres., gen. mgr., sales mgr.; C. Hollerith, H. L. Schrock jr., B. A. Main jr., vice-presidents; F. W. Corwin, secy.; H. L. Schrock, treas.; M. W. Brandau, ind. sales mgr.; L. M. Brennan, asst. sales mgr.; R. W. Ebey, adv. mgr. Kent Manning, chief engr.; R. C. Colyer and H. Bonninghausen, pur. agts.; S. Stachelski, traf. mgr. **Adv. Agcy.**—Hopcraft-Keller, Inc., Detroit, Mich.

AETNA BALL AND ROLLER BEARING CO., 4600 Schubert Ave., Chicago 39, Ill. Standard and special ball thrust bearings, special roller bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings. G. W. Nordstrum, chmn. of bd.; W. A. Wood, pres., treas., gen. mgr.; H. F. Lehmpuhl, vice-pres.; J. J. Rozner, vice-pres.; E. A. Johnson, secy.-compt.; H. V. Fox, plant supt.; E. Vergowe, pur. agt. **Det. Rep.**—Sam T. Keller, 2457 Woodward ave. **Adv. Agcy.**—Gebhardt and Brockson, Inc., Chicago, Ill. G. A. Piper, acct. exec.

AINSWORTH MFG. CORP., 2200 Franklin St., Detroit 7, Mich. Stampings, roll-forming, production machining, painting, plating and buffing, experimental and development. Warren H. Farr, pres. and gen. mgr.; G. A. Ellerthorpe, vice-pres. and treas.; P. J. Laux, secy.; D. W. Stapleton, wks. mgr.; Ralph R. Irwin, sales mgr.; R. Thomson, chief engr.; C. L. Miller, pur. agt.

AIRCOOLED MOTORS, INC., Liverpool Rd., Syracuse 8, N. Y. Air-cooled engines. C. F. B. Roth, pres., gen. mgr. & dir.; R. B. Wilkinson, compt.; C. H. Bennum, sales mgr.; R. W. Conkle, fac. mgr.; F. B. Chadwick, serv. pts. mgr. & secy.; W. I. Marble, serv. engr. mgr.; A. K. Stevens, dir. of pur.; G. T. Bynum, chief engr.; D. L. Kidd, asst. chief engr.; W. G. Cobb, per. mgr. **Adv. Agcy.**—Richards and Webb, Syracuse, N. Y.

AIR LIFT CO., 2330 W. Main st., Lansing, Mich. Air lifts: pneumatic spring boosters for sagging springs. L. C. Pemberton, pres.; R. C. Pemberton, vice-pres.; D. C. Perkins, secy., chief engr. **Adv. Agcy.**—Jepson-Murray Agency, Lansing, Mich.

AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc., 60 East 42nd St., New York 17, N. Y. Industrial gases, gas and arc welding equipment. H. R. Salisbury, pres.; H. F. Henriques, vice-pres.; T. S. O'Brien, secy.; W. Winters jr., treas.; R. S. Schmidt, dealer sales mgr.; D. D. Spoor, mgr. of equipment and process sales dept.; G. Van Alstyne, adv. mgr. **Det. Rep.**—J. H. Hart, Dist. Mgr., 2994 East Grand Blvd. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. H. Talmadge, acct. exec.

AIRTEMP DIV., Chrysler Corp., 1610 Webster St., Dayton 1. O. Heating, cooling, refrigeration equipment, range finders for Army Ordnance and other military equipment. C. E. Buchoizer, pres.; Nicholas Kelley jr. and I. C. Baker, vice-presidents; J. F. Knoff, gen. sales mgr.; Thomas M. Simpson, secy.-treas.; F. W. Misch, compt.; R. J. Schumann, fac. mgr.; M. T. Bard and F. J. Langhna, asst. sales mgrs.; J. D. Lovely, chief engr.; W. B. Magill, adv. mgr. **Adv. Agcy.**—Grant Adv., Inc., Detroit. R. W. Zarker, acct. exec.

AIRTEX AUTOMOTIVE DIV., Fairfield, Ill. Airtex fuel pumps, kits and filters. E. V. Frankel, pres.; D. B. Frankel, vice-pres.; S. M. Blackburn, secy.; M. E. Gear, treas.; H. R. Barre, wks. mgr. and vice-pres.; S. J. Somberg, gen. sales mgr.; R. R. Greenwalt, gen. div. sales. mgr.; E. Smith, adv. mgr.; John Waldherr, chief engr.; Ken Sullivan, pur. agt. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

AJAX MFG. CORP., 1171 Beaufait St., Detroit 7, Mich. Die casting and chrome plating. Edward Torosian, pres.; Milton Pitts, vice-pres.; Vera Suczek, secy.; Asvadur Torosian, treas.

AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and assemblies. B. E. Hower, pres.; J. B. Hower, vice-pres., treas., gen. mgr., pur. agt. G. H. Crawford, secy.; D. H. Henderson, works and sales mgr. **Det. Rep.**—R. H. Flues.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th St., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; hydraulic brake fluid; heat treating products. Frank M. Aldridge, pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Grider Adv., Cleveland, O.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, flexible shafting. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson, prod. mgr.; G. M. Moore, sales mgr.; W. Ebrecht, serv. mgr.; G. Olsen, chief engr.; Carl Rasmaussen, pur. agt.; M. Andersen, asst. **Det. Rep.**—John W. Leslie, 14391 Coyle ave. **Adv. Agcy.**—E. W. Sann & Associates, Minneapolis, Minn.

ALEXANDER-TAGG INDUSTRIES, Jacksonville, rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., dual wheel dollies. E. R. Alexander, pres.; W. S. Tagg, treas. **Det. Rep.**—Orth & Co., 1759 Guardian bldg.

ALLEGHENY LUDLUM STEEL CORP., Oliver Bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; E. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; Russell M. Allen, vice-pres. of sales; R. S. Ahlbrandt, treas.; W. J. Adamson, sales mgr.; C. B. Boyne, C. Sherman, assts.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engr.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traffic mgr.; L. Kelley, pub. rel. mgr. **Det. Rep.**—T. B. Brown, 1500 Jarvis Ave., Ferndale 20. **Adv. Agcy.**—Walker & Downing, Pittsburgh 22. C. P. Richardson, acct. exec.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Tune-up and electrical testing, battery charging and welding equipment. G. H. Allen, pres.; Lee Parmater, gen. mgr.; A. J. Higdon, secy., treas.; Ray Wilson, sales mgr.; L. C. Brendel, asst. sales mgr.; Geo. Post, adv. mgr.; Larry Wells, cf. engr.; H. S. Roe, pur. agt. **Det. Rep.**—Ted Carden, 417 N. Jenison, Lansing, Mich. **Adv. Agcy.**—Crescent Advertising, Kalamazoo, Mich.

ALLEN INDUSTRIES, INC., 1937 Leland St., Detroit 7, Mich. Cotton pads and batts, insulating jute felt, interior trim components, rug cushions, arm rest pads. S. J. Allen, pres.; J. J. Tobias, vice-pres., gen. mgr.; H. C. Allen, Robert Olson, David Schimmel, vice-presidents; R. D. Kemp, sales mgr.; A. DeCary, chief engr.; Leo Kaufman, pur. agt.; E. L. McClain, traf. mgr. **Det. Reps.**—R. D. Kemp, John Redfield, Arthur Dulzo, 1937 Leland. **Adv. Agcy.** — Simons - Michelson, Lafayette bldg., Detroit. Larry Michelson, acct. exec.

ALLEN PRODUCTS CORP., 20450 Sherwood ave., Detroit 34, Mich. "No-Mar" gasoline door guards, other parts and accessories. Perry E. Allen, pres. and treas.; Dorothy A. Allen, vice-pres., secy.; P. E. Allen and J. E. Smith, gen. mgrs. and bus. mfg. dirs.; H. E. Stewart, works mgr.; Thomas F. Hassett, gen. sales and adv. mgr.; Robert A. Shannan, asst. gen. sales and adv. mgr.; C. C. Rockwell and John E. Smith, mfg. sales mgrs. **Det. Rep.**—James Cussin, 16637 Sorrento, Detroit 35. **Adv. Agcy.**—Rossi and Co., 1822 Guardian bldg., Detroit 26, Mich. Perry E. Reynolds, acct. exec.

ALLIED MOTOR PARTS CO., 708 Fox Bldg., Detroit 1, Mich. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve guides, springs, locks and rotating assemblies.

(Continued on Page 168)

Product Index

As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."

The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.

Auto Industry Organizations

AMERICAN AUTOMOBILE ASSN., Pennsylvania Ave. at 17th St., Washington, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1200, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 350 Fifth Ave., New York 1, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich.

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 2706 First Central Tower Bldg., Akron 8, Ohio. *Commissioner, V. L. Smithers.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *General Manager, William J. Cronin.*

AUTOMOBILE OLD TIMERS, INC., 22 E. 38th St., New York 16, N. Y. *Executive Vice-President, Frederick H. Elliott.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 20 E. Herman St., Philadelphia, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUB INTERNATIONAL, INC., Room 305 Pittsfield Bldg., 55 E. Washington St., Chicago 2, Ill. *Recording Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 802 Michigan Bldg., Detroit 26, Mich. *Executive Secretary, S. W. Potter.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 820 Michigan Bldg., Detroit 26, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 700 Hill Bldg., Washington, D. C. *President, Pyke Johnson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 35 E. Wacker Dr., Chicago 1, Ill. *President, Edward L. Cleary.*

CANADIAN AUTOMOTIVE WHOLESALER'S & MANUFACTURER'S ASSN., Suite 406, 75 Rideau St., Ottawa, Canada. *Executive Vice-President, L. N. Panneton.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, 1026 17th St., N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, INC., 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 17, N. Y. *General Manager, A. H. Eichholz.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, B. W. Ruark.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 So. Peninsula Dr., Daytona Beach, Fla. *Secretary, William R. Tuthill.*

NATIONAL ASSN. OF INDEPENDENT TIRE DEALERS, INC., 624 Wyatt Bldg., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilyn.*

NATIONAL AUTOMOBILE DEALERS ASSN., 1026 17th St., N.W., Washington 6, D. C. *Managing Director, M. Robert Deo.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit, Mich. *General Manager, R. E. Beiser.*

NATIONAL AUTOMOTIVE PARTS ASSN., 705 Fox Theater Bldg., Detroit, Mich. *General Manager, Henry Lansdale.*

NATIONAL COUNCIL OF PRIVATE MOTOR TRUCK OWNERS, INC., Kass Bldg., Washington 5, D. C. *Managing Director, H. Scott Byerly.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL STANDARD PARTS ASSN., 35th Floor, 8 South Michigan, Chicago 3, Ill. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Secretary-Manager, Martha Dunlap.*

NATIONAL USED CAR DEALERS ASSN., 918 Penobscot Bldg., Detroit 26, Mich. *Executive Secretary, Margaret Corell.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

OIL INDUSTRY INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y.

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *Secretary, R. H. Goebel.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 29 W. 39th St., New York 18, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 921 17th St., N. W., Washington 6, D. C. *North American Representative, Sir William Welsh.*

TIRE AND RIM ASSN., INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 1122 Dupont Circle Bldg., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., National Press Bldg., Washington 4, D. C. *Managing Director, John B. Hulse.*

Who's Who in Auto Industry

(Continued from Page 167)

Henry Lansdale, pres., treas.; R. R. Talbott, vice-pres., gen. mgr.; M. L. Buck, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED PLAN OF SERVICE MERCHANDISING, 60 Walton st., N.W., Atlanta, Ga. Customer follow-up and service promotion plan for automobile dealers. James J. Comerford, gen. mgr.

ALLIED RESEARCH PROD., INC., 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres., sales mgr.; L. C. Kingsbury, vice-pres., treas.; Jules Horlick, secy., wks. mgr.; C. O. Ostrander, svc. mgr.; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding St., (23). **Adv. Agcy.**—Emery Adv. Corp., Baltimore, Md. Burton F. Davis, acct. exec.

ALL-POWER MANUFACTURING CO., 400 Roosevelt Ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Paul F. Danielson, pres.; A. M. Merrifield, vice-pres. and gen. mgr.; Margaret Danielson, treas.; E. J. Redding, asst. sales mgr.; John Gold, cf. engr.; William Hampton, pur. agt. **Adv. Agcy.**—Uhl Service Adv., Hollywood, Calif.

ALMETAL UNIVERSAL JOINT CO., 1555 E. 55th St., Cleveland 3, O. Universal joints, propeller shafts. T. R. Navin, pres.; E. P. Rollings, vice-pres., gen. mgr.; S. S. Richhart, secy.-treas.; W. J. Murtaugh, wks. mgr.; E. E. Nygren, cf. engr.; H. J. Burmeister, pur. agt.; F. C. Wills, traf. mgr.

ALTON AUTO PRODUCTS, 281 North 6th St., Brooklyn 11, N. Y. Bumperettes. Albert A. Kaplan, gen. mgr.; Abraham Mandel, wks. mgr., cf. engr.; Milton M. Shamitz, sales mgr., adv. mgr.; Edward Fine, svc. mgr.; Barnet Kay, pur. agt. **Det. Rep.**—Roy Rotter Co., 13327 Linwood Ave. **Adv. Agcy.**—Furman Co., Inc., New York, N. Y.

ALUMINUM ALLOYS CORP., 6650 W. Walton Ave., Detroit 10, Mich. Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day vice-pres., gen. mgr. & sales mgr.; L. R. Tower, secy.; L. A. Gerber, treas. & pur. agt.; Patrick W. Kennedy, prod. control.

ALUMINUM CO. OF AMERICA, Gulf Bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cable, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, pistons. Roy A. Hunt, chmn. exec. com.; J. R. D. Huston, secy.; Gordon W. Cameron, treas.; F. L. Magee, vice-pres., prod. mgr.; I. W. Wilson, pres.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, dir. of pub. rel. and adv.; M. R. Kambach, adv. mgr.; Thomas D. Jolly, vice-pres., cf. engr.; Ralph O. Keefer, pur. agt. **Mgr. of Auto Sales**—Frank C. Barrows, 1027 Fisher Bldg., Detroit, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. B. W. Schellenbach, acct. exec.

ALUMINUM INDUSTRIES, INC., 2438 Beekman St., Cincinnati 25, O. Castings; hardened, ground and forged steel parts; aluminum paints and varnishes; aluminum pistons; piston pins; valves and water pumps. Harry J. Hater, pres., gen. mgr.; M. A. Beckmann, vice-pres.; E. F. Eckerle, secy.; F. X. Karle, treas.; W. J. Klayer, wks. mgr.; R. G. Tessendorf, (automotive and indus. div.), L. B. Paris (paint and varnish div.), J. J. Boyle (automotive replacement parts div.), sales mgrs.; Bruce V. Keller, adv. mgr.; J. M. Mayer, svc. mgr.; W. J. Brinkman, cf. engr.; W. H. Hodeck, traf. mgr.; B. V. Keller, pub. rel. mgr. **Det. Rep.**—B. J. Plumley, 809 New Center Bldg. **Adv. Agcy.**—The Keelor & Stites Co., Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton St., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. & gen. mgr.; Robert E. Hinsley, sales mgr.; Ross Barzelay, asst. sales mgr.; A. F. Mulcahy, pur. agt. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George W. Wilt, secy.; N. E. Dubendorf, works mgr.; O. R. Epler, sales mgr., pur. agt. Det. Rep.—W. C. Kettering, 2520 Stanley ave.

AMALIE DIV., L. SONNEBORN SONS, INC., New York 10, N. Y. Amalie Pennsylvania motor oil, greases and lubricants. Dr. Ferdinand Sonneborn, pres.; Dr. F. W. Breth, Gustave Schindler, vice-presidents; R. G. Sonneborn, secy.-treas.; Lee R. LaViez, sales mgr.; H. M. Wogisch, pur. agt.

AMERICAN AUTO - FELT CORP., 617 Crosby st., N. W., Grand Rapids 4, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts, W. W. Hoagland, pres.; Carl H. Richards sr., vice-pres.; Joseph Ginsburg, secy., treas.; H. C. Ripley, asst. treas. **Det. Office**—1526 Buhl bldg.

AMERICAN AUTOMATIC DEVICES CO., 530 South Throop St., Chicago 7, Ill. King Bee protecto rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen. mgr.; Z. C. Ritz-Woller, vice-pres.; W. S. Stanley, secy.; Sam DeMuro, wks. mgr.; Al Cherry, sales mgr.; Walter Jawarski, cf. engr.; Gene Paprota, pur. agt.

AMERICAN BOSCH CORP., 3664 Main St., Springfield 7, Mass. Donald P. Hess, pres.; Foster N. Perry, exec. vice-pres.; Douglas McGregor, Sidney E. Miller, Herbert S. Riddle, W. Chester Robinson, vice-presidents; Jackson R. Holden, treas.-cont.; James M. Carroll, secy.; Richard C. Keane, mgr. order and contract dept.; Charles T. Collins, mfrs. sales mgr.; F. J. Mackey, svc. sales mgr.; Raymond L. Vaughn, adv. mgr.; Fred Behrens, svc. mgr.; John M. Reynard, pur. agt.; Charles Schlauch, traf. mgr. **Det. Rep.**—E. K. VonMertens, Maccabees bldg., 5057 Woodward ave., Detroit 2, Mich. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKEBLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. W. T. Kelly jr., pres.; M. B. Terry, vice-pres.; U. B. Grannis jr., mgr., equip. sales; G. A. Weller, mgr., replacement sales; H. M. Siverts, asst. mgr., replacement sales; D. K. Rennie, wks. mgr.; G. C. Maul, local pur. agt. Adv. Agcy.—Fuller & Smith & Ross, Cleveland, O. Edwin Howe, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors, paint spray equipment. William T. Kelly jr., pres.; William H. Starbuck, vice-pres.; George N. Decker, compt.; J. Robert Pauline, wks. mgr.; Fred L. Cogswell, sales mgr.; Robert W. Marien, adv. mgr.; William J. Foley, svc. mgr.; Burr W. Mantle, cf. engr.; Donald S. Judd, pur. agt. **Det. Rep.**—R. C. McCurdy, 4600 Merritt Ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid Ave., Cleveland, O. E. J. Howe, acct. exec.

AMERICAN BRASS CO., 414 Meadow St., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, forgings. John A. Coe jr., pres.; W. M. Moffatt, exec vice-pres.; E. M. Bleser, secy.-treas.; A. W. Rockwell, wks. mgr.; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; C. E. Woodward, adv. mgr., sales prom. mgr.; R. H. Pidge, asst.; E. A. Lane, pur. agt.; E. J. Duvernoy, traf. mgr. **Det. Rep.**—K. G. White, V. P., 174 S. Clark Ave. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. Malcolm Smith, acct. exec.

AMERICAN CAN CO., 100 Park Ave., New York 17, N. Y. Auto coil tubes; antifreeze, motor oil, auto polish (wax, liquid and paste), tire patch, radiator cleaner, fuse, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; T. E. Alwyn, vice-pres. sales.; E. Hoffman, secy.-treas.; F. G. Jewett, sales prom. mgr. **Det. Rep.**—R. D. Folk, 7430 Second Blvd. **Adv. Agcy.**—Young & Rubican, New York, N. Y. C. G. Pratt acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess St., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N.Y.), pres.; W. D. Kirkpatrick (York, Pa.), vice-pres.; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), prod. mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). J. T. Lawless, pres.; J. F. Marshall, Wm. H. Lehmberg, H. Boeddinghaus, vice-presidents; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; Ward Seeley, asst.; W. H. Lehmberg, cf. engr.; K. R. Peattie, pur. agt..; G. P. McShane, asst.; H. F. Roche, traffic mgr. **Det. Rep.**—H. B. Foersterling, H. A. Bolton, 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., 250 Park ave., New York 17, N. Y.

AMERICAN FINISHING CO., P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, head linings, any type cotton textiles. C. F. Goodman. pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, secy.; Wm. W. Goodman, treas.; C. H. Tapp, gen. supt.; H. Rosenberg, supt. coating div.; W. L. Simon, asst. sales mgr.; S. Bernson, cf. engr.; M. S. Felsenthal, pur. agt.

AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Seats, seat slides, hood locks, brake levers, hinges, support arms, radiator guards, farm implement parts. Goodloe H. Rogers, pres., gen. mgr.; Frederick C. Anger, vice-pres.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, sales reps.; C. M. Heller, dir. of engrg.; P. H. Kemp, pur. agt.

AMERICAN GREASE STICK CO., 1146 Hoyt St., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant. Harold Rosen, gen. mgr.; Leo S. Rosen, sales mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.**—A. Rus Wendell Co. **Adv. Agcy.**—Alton Brooks Wilder, Inc., Chicago, Ill. Claude Brewer, acct. exec.

AMERICAN HYDRAULIC, INC., Sheboygan, Wis. National sales office, 203 N. Wabash Ave., Chicago, Ill. Hydraulic jacks, hydraulic kits and tools, hand and power grinders. John W. Miller, pres.; Abbott Miller, gen. sales mgr.; Lon Grier, secy.-treas.; Edward Prellwitz, shop supt.; Leonard Gescheidle, pur. agt. **Adv. Agcy.**—Scantlin & Co., Chicago, Ill.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park Ave., New York 17, N. Y. Automobile finance. George Olmsted, pres.; George C. Johnstone, sr. vice-pres.; P. A. MacSween, vice-pres.; George Allen, vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271, Phoenixville, Pa. Automotive lacquerers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. & treas.; Ernest H. Grice, vice-pres., gen. mgr., pur. agt.; Robert W. Shaw, adv. mgr. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

AMERICAN MUFFLER CO., 1280 Tremont St., Boston 20, Mass. Hand choke adapters, auto clothes carriers, tailpipe hangers, muffler clamps. Alex Karpoff, pres.; Jacob Leader, gen. mgr.; George Tucker, wks. mgr.; Malvin Blotcher, sales mgr. **Det Rep.**—Mark Berman, 2722 Webb Ave. **Adv. Agcy.**—Hirshon-Garfield Co., Boston, Mass.

AMERICAN OCTANATOR CORP., 2107 Industrial Trust Bldg., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, directional signal and rear view mirrors. Antoine Gazda, pres.; Robert Perret, vice-pres., secy.-treas.; C. S. Morrell, sales and plant mgr.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

AMERICAN PLAN CORP., 44 Wall St., New York, N. Y. Automobile physical damage insurance underwriters for self-financing automobile dealers. Mark M. Hart, pres.; Lothar Sudekum, exec. vice-pres.; Everett M. Jess, secy.; H. A. Will, treas. **Adv. Agcy.**—Parker-Allston Associates, New York, N. Y.

AMERICAN SCREW CO., 1670 West Main St., Willimantic, Conn. Machine screws, sems lockwasher assemblies, tapping screws, thread cutting screws, wood

(Continued on Page 169)

Leadership

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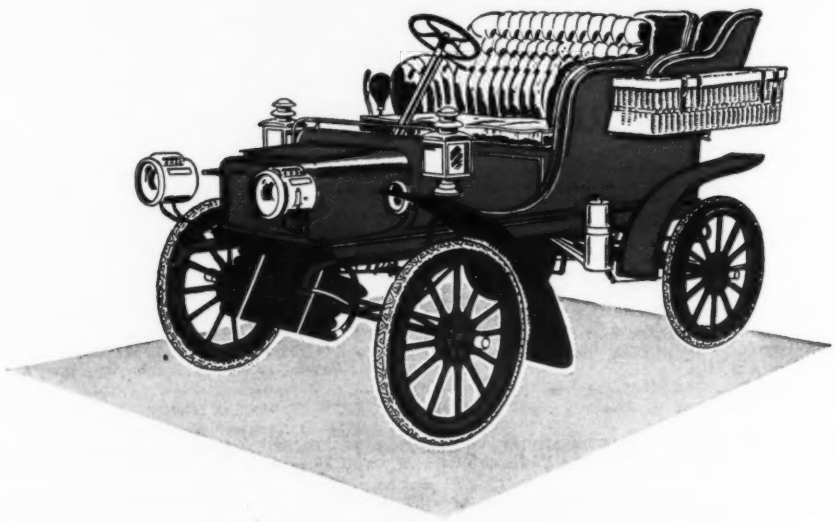

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DELI'NA, OHIO

OFFICES IN PRINCIPAL CITIES

Who's Who in Auto Industry

(Continued from Page 168)

screws. E. E. Clark, pres., gen. mgr.; V. J. Roddy, vice-pres.; James F. Doherty, secy.; E. William Lane, treas.; George H. Reama, vice-pres. mfg.; Arthur L. Fleck, vice-pres. sales; J. J. Coy, sales mgr.; George A. Baker jr., adv. mgr.; Carl Omark, cf. engr.; Wallace Smedley, pur. agt.; William McCoy, traf. mgr. **Det. Rep.**—Walter Gibbs, 502 Stephenson bldg. **Adv. Agcy.**—Sutherland-Abbott, 234 Clarendon st., Boston 16, Mass.

AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann St., New York 38, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres., gen. mgr.; Arthur B. Stern, Paul L. Mansell, Sam C. Ness, Jerome M. Stern, vice-presidents; James L. Schatz, secy.; Charles L. Lipsig, treas. **Det. Rep.**—John J. Mansell, c/o Tu-Way Products, 325 Lafayette Bldg., Detroit, Mich. **Adv. Agcy.**—Curtis Adv. Co., 270 Park Ave., New York, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 816 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul L. Kish, sales and adv. mgr.; Cleon W. Bauman, cf. engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traffic mgr.; Lucile Wesner, pub. rel. mgr. **Det. Rep.**—Stanley J. Roberts, 5-259 General Motors bldg.

AMERICAN STEEL & WIRE, Div. U. S. Steel Co., Rockefeller Bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. H. B. Jordan, pres.; H. M. Francis, vice-pres. in chg. of sales; John Graham, gen. sales mgr.; O. B. Stauffer, adv. mgr. **Det. Rep.**—M. D. Millard, Dist. Sales Mgr., General Motors Bldg., Detroit, Mich.

AMERICAN TWIST DRILL CO., 14301 W. Chicago Blvd., Detroit 28, Mich. High speed steel twist drills. Wm. F. Murray, pres.; H. M. Campbell, vice-pres.; E. Lovett, secy.-treas., pur. agt.; J. W. Wagus, sales mgr.; D. Liberty, cf. engr.

AMERICAN WINDOW GLASS CO., 16th Floor, Farmer Bank Bldg., Fifth and Wood Sts., Pittsburgh 22, Pa. Safety glass. A. S. Crandon, pres.; H. H. Parker, vice-pres. chg. sales; J. L. Williams, exec. vice-pres.; H. D. Menoher, gen. supt. factories; K. S. Wilson, dir. of sales; C. F. Wood, cf. engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traf. mgr.; John Morris, pub. rel. mgr. **Det. Rep.**—J. W. Benson, 5-155 General Motors Bldg., Detroit 2, Mich. **Adv. Agcy.**—A. P. Hill Co., 233 Oliver Ave., Pittsburgh 22, Pa.

AMES CO., B. C., 12 Ames st., Waltham 54, Mass. Cylinder gauges, micrometer dial indicators, micrometer dial gauges. Warren Ames, pres. and gen. mgr.; H. G. Haynes, secy.-treas. and pur. agt.; W. Ames, sales dir. **Det. Rep.**—B. C. Ames Co., 720 New Center bldg., Detroit. **Adv. Agcy.**—H. A. Loudon, Adv., Inc., Statler Office bldg., Boston 16, Mass.

AMGEARS, INC., 6633 W. 65th st., Chicago 38, Ill. Gears for industry. Arthur Mackmann, pres.; B. A. TePaske, vice-pres., sales; E. P. Swanson, treas.

AMMCO. TOOLS, INC., 2100 Commonwealth Ave., North Chicago, Ill. Honing machines, cylinder hones, brake cylinder hones, small bore hones, brake cylinder surfacing hones, cylinder surfacing hones, tension indicators, line boring machines, ridge reamers, brake gages, brake shoe grinders, brake drum mikes, brake piston injectors, pin vises, foot switches, connecting rod aligners. Fred G. Wacker jr., pres.; Charles H. Wacker, exec. vice-pres.; Martin W. Bazner sr., vice-pres., sales; J. Haynes, secy.; Frank C. Westphal, treas.; Frank Van Parys, plant mgr.; R. D. Stevenson jr., adv. and svc. mgr.; Robert Billeter, cf. engr.; Art Komarek, pur. agt. **Adv. Agcy.**—Arthur R. Mogge, Inc., 333 N. Michigan Ave., Chicago, Ill. Ed J. Lund, acct. exec.

AMOS MOLDED PLASTICS, Div. of Amos-Thompson Corp., South Kyle St., Edinburg, Ind. Injection molded thermoplastic parts. Roy Amos, pres.; Bice Roth, vice-pres.; Dale Amos, secy.-treas., gen. mgr.; Frank Dell, sales mgr.; H. L. Conover, adv. mgr.; J. C. Kazimier, cf. engr. **Det. Rep.**—Fred A. Cole, 814 Fox Bldg. **Adv. Agcy.**—Sidener & Van Riper, Inc., Indianapolis, Ind. Horace Moorman, acct. exec.

AMPLEX DIV., Chrysler Corp., 6501 Harper Ave., Detroit 31, Mich. Oilite powdered metal products for civilian and military use. A. J. Langhammer, pres.; Nicholas Kelley jr., vice-pres.; A. H. Merschel, asst. to pres.; K. M. Eyestone, secy.; F. W. Misch, compt.; H. A. Davies, treas.; William Kirk, supt.; M. L. Cobb, planning supt.; D. B. Martin, sales mgr. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. Wilson Burden, acct. exec.

AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., works mgr.; Ruth Hays, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

ANCHOR PLASTICS CO., INC., 533-541 Canal St., New York 13, N. Y. Precision custom extrusions in thermoplastics. Richard A. Fisch, pres.; F. Dick, sales mgr.; R. Marx, adv. mgr. **Adv. Agcy.**—Conti, Ridgewood, N. Y. A. Bagar, acct. exec.

ANCHOR POST PRODUCTS, INC., Fluid Heat Div., 6500 Eastern ave., Baltimore 24, Md. Heaters for vehicles. W. F. Brannan, pres.; C. W. Burton jr., vice-pres.; G. Ferris, secy.; C. John Gross, treas.; M. J. Donahue, gen. mgr.; John Case, vice-pres., wks. mgr.; C. E. Woolen and J. J. Albright, sales mgrs.; J. H. Peterson, asst. sales.; Thomas F. May, adv. mgr.; D. L. Wooden, cf. engr.; C. Bishop, pur. agt.; R. Pilsen, traf. mgr. **Det. Rep.**—C. E. Woollen, P. O. Box 35, 14325 Telegraph Rd., Brightmoor Station. **Adv. Agcy.**—Vansant Dugdale, Baltimore, Md. C. M. Buchanan, acct. exec.

ANDERSON CO., INC., O. L., 1347 Fort st., Detroit 7, Mich. Fuel tanks, sheet metal sub assemblies, stampings, experimental or sample work. Herman J. Koch, pres.; Joe C. Cook, vice-pres., sales mgr.; Geo. J. Jones, vice-pres., works mgr.; M. D. Wilson, secy., treas.; Henry Higgins, pur. agt.; R. B. Koch, asst. **Adv. Agcy.**—Atherton Adv. Agency, Detroit, Mich.

ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper arms and blades, heavy duty blades, vacuum windshield wiper motors, glass cleaner pads, champ-on-car-door rear view mirrors, granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg, wks. mgr.; H. G. Rudd, gen. sales mgr.; P. W. Kurtz, adv. mgr.; S. J. Okleja, cf. engr.; C. E. Hulbert, pur. agt. **Det. Rep.**—George Cherry, 813 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Apco Tower, Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; T. H. Marshall, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traffic mgr. **Det. Rep.**—Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANGIER CORP., 50 Fountain st., Framingham, Mass. Waterproof and greaseproof wrapping, shipping and building papers, plain, creped and reinforced, corrosion preventive papers. Albert J. Thiel, pres. and treas.; Louis S. Kimball, vice-pres.; Dorothy E. Dwyer, secy.; Everett D. Cookson, Mark S. Eaton, asst. sales mgrs.; Ernest R. Dearborn, plant engr.; Leonard F. Hanna, pur. agt. **Det. Rep.**—Sidney M. Davey, 14255 Schaefer. **Adv. Agcy.** — Larcom-Randall, Boston, Mass. Edward W. Fischer, acct. exec.

ANSIN & CO., INC., 145 South st., Boston 11, Mass. Nylons, rayons, lastex and plastics (for automobile seat covers). Jack Ansin, pres., treas.; H. Yanco, vice-pres.; Joseph E. Settino, gen. mgr. **Det. Rep.** — Stahl Bowman Co., 2832 East Grand blvd., Detroit, Mich.

ANSONIA MILLS, INC., 350 Fifth ave., New York, N. Y. Elastic fabrics. Edward J. Ziskind, pres.; Abram Berkowitz, secy.; Abraham Ziskind, treas.; Leonard K. Berkowitz, wks. mgr.; David F. Squire, sales mgr. **Adv. Agcy.**—Robert B. Grady Co., New York, N. Y. Robert B. Grady, acct. exec.

ANTHONY CO., Streator, Ill. Dump bodies, hydraulic hoists lime spreaders, farm body hoists and boxes, elevating tailgates. W. C. Anthony, chmn. of bd.; G. A. Duis, pres.; C. H. Worrells, vice-pres., sales; A. L. Voggenthaler, vice-pres. of operations (includes cf. engr.); P. B. Heflin, secy.; J. E. Lyons, treas.; W. E. Goebel, parts and serv. mgr.; O. J. Klein, pur. agt.; C. Tapley, asst. pur. agt.; M. Ryan, traffic mgr. **Det. Rep.**—Frank L. Jursik, 21415 Mound rd., Base Line, Mich. P. O. Box 307. **N. Y. Rep.**—Howard E. Campbell, Fred French bldg., rm. 356, 551 Fifth ave., New York, N. Y.

ANZICK MANUFACTURING CO., 23675 Mound rd., Van Dyke, Mich. Steel door replacement panels. A. J. Anzick, pres.; W. Stansberry, vice-pres. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APPLETON ELECTRIC CO., 1701-50 Wellington ave., Chicago 13, Ill. Spotlights, utility lights. Arthur I. Appleton, pres. and treas.; E. A. Murray, vice-pres., sales; J. E. Whitfield, vice-pres., Goodrich div.; O. Fred Rost, vice-pres., ind. rel.; H. Schlobaum, secy.; Harry F. Appleton, sales mgr., auto div.; George Fauser, asst. sales mgr., auto div.; Kenneth R. Henkel, mgr. catalog dept.; Nils Tornblom, chief engr.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.** — H. A. Buegel, 3049 E. Grand blvd., Detroit. **Adv. Agcy.**—Aubrey, Finlay, Marley and Hodgson, Chicago, Ill. Philip M. Schacherer, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S. W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Walley E. George, pres., gen. mgr.; John E. Eckenrode, vice-pres., chge. of sales; Lewis Overeiner, secy; C. F. Hendricks, plant mgr.; Walter H. Wendell jr., pur. agt.

ARCO CO., THE, 1301 Bessemer ave., Cleveland 27, O. Sudsidiary of American-Marietta, Co. Lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines. Kenneth E. Clarke, pres.; E. Spoerry jr., exec. vice-pres.; C. R. Hosken, wks. mgr.; H. A. Edlund, sales dir.; E. N. Grossman, sales mgr.; E. J. Offtermatt, asst. sales mgr.; A. F. Berliner, adv. mgr.; E. J. Barnhart, cf. engr.; L. J. Esther, pur. agt.; Robt. Baker, asst.; E. J. Surtz, traffic mgr. **Adv. Agcy.**—Lang, Fisher & Stashower, Inc., 1010 Euclid ave., Cleveland, O. R. P. Dodds, acct. exec.

ARKANSAS FUEL OIL CO., P. O. Box 1734, Shreveport 4, La. Gasoline and lubricating oils. A. H. Weyland, pres. and gen. mgr.; J. A. Welch, vice-pres. and sales mgr.; J. S. Sheffield, secy.; M. J. Lasseigne, treas.; R. D. Crow, lubricant sales mgr.; Lester Moore, adv. mgr.; J. Monkhouse, asst. adv. mgr. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

ARLINGTON, ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres. and sales mgr.; Allen J. Olsen, vice-pres. and wks mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit 2, Mich. Charles F. Pineau, acct. exec.

(Continued on Page 170)

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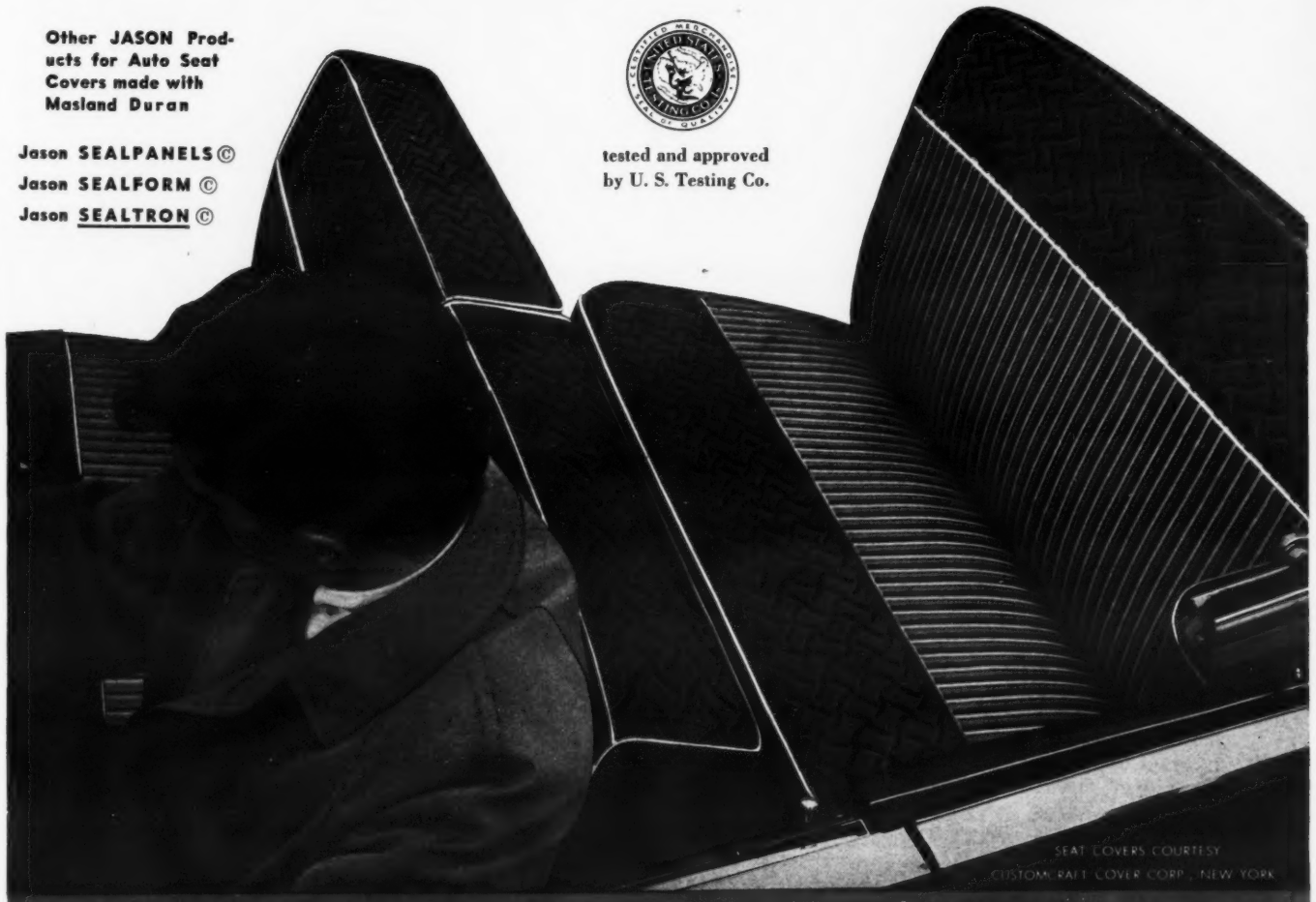

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Who's Who in Auto Industry

(Continued from Page 169)

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bars and wire, galvanized steel sheets, zinc-coated steel sheets, strip steel tubing. W. W. Sebald, pres.; J. A. Ingwersen, vice-pres., sales; E. A. Correa, secy.; F. D. Danford, treas.; L. T. Johnston, gen. mgr., sales; H. V. Mercer, adv. mgr.; W. F. Tuttle, chief engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, personnel; C. H. Murray, pub. rel. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia, Pa. K. D. Pulcipher, acct. exec.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration damping felt, adhesives, mechanical specialties, natural cork products, cork composition products, resilient floorings, wall coverings, acustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; F. E. Stevens, vice-pres. and gen. mgr., industrial div.; C. Dudley Armstrong, vice-pres., secy.; M. J. Warnock, vice-pres., treas.; W. B. Tucker, asst. gen. mgr., gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor and felt prod. dept.; R. M. Hill, mgr., gaskets and pkgs. dept.; A. J. Slosser, mgr. ind. adhesives dept.; Max Banzhaf, dir. of adv., prom.; Roy Minet, head, ind. creative sec. of adv. & prom. dept; G. A. Reinhard jr., cf. engr.; M. L. Lampe, pur. agt. **Det. Rep.**—Armstrong Cork Co., 10th Floor Free Press bldg., 321 Lafayette ave., West. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, New York, N. Y.

ARMSTRONG-NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Tires, tubes, foam rubber products. F. Machlin, pres.; J. A. Walsh, sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, gen. mgr.; L. Sklarz jr., adv. mgr.; P. L. Giblin, sales mgr.; A. B. Nordin, pur. agt.

ARMSTRONG RUBBER CO., Elm st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes. James A. Walsh sr., pres.; Frederick Machlin, exec. vice-pres., secy; Frank L. Dwyer, treas.; James A. Walsh jr., fac. mgr.; Paul L. Giblin, sales mgr.; H. W. Sherlock, asst. sales mgr.; Leo Sklarz jr., adv. and pub. rel. mgr.; J. B. Florence, cf. engr.; A. B. Nordin, pur. agt.; Edward Bates, traffic mgr. **Adv. Agcy.**—Maxon, Inc., New York, N. Y. W. W. Mulvey, acct. exec.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARN-WOOD CO., 610 W. Colfax, Denver 4, Colo. Wheel alignment tools, coil spring spacers and compensators, knee action and axle shims. R. S. Arnold and C. E. Woodend, partners.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products, hydraulic equipment and grease fittings. J. C. Markey, pres.; J. P. Johnson, vice-pres.; R. W. Morrison, vice-pres.; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.**—Beeson, Faller, Reichert, Toledo, O.

ARO MFG. CO., INC., 1089 Commonwealth ave., Boston 15, Mass. Replacement convertible tops, plastic top covers, plastic rear curtains, top pads, rear quarter pads, jack and tool case. Mae Shapiro, pres., treas.; J. R. Hamlin, vice-pres., gen. mgr.; H. R. Shapiro, works mgr.; George Shapiro, sales mgr.; Quentin Hamlin, asst. sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum, sand and permanent mold castings. Peter Petto, pres., gen. mgr.; Herman Schmidt, vice-pres.; D. J. Patton, asst. gen. mgr., pur. agt.; J. Simon, wks. mgr. **Det. Rep.**—Hutchinson Sales Co., 2832 East Grand blvd., Detroit 11, Mich.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin, jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy H. Stevens, works mgr.; Henry D. Lodge, sales mgr.; Robert R. Rossi, chief engr.; Norman C. Park, pur. agt. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 418-422 Livernois, Detroit 9, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Richard H. Wolfe, pres., gen. mgr.; Robert H. Wolfe, vice-pres., treas.; H. J. Wolfe, secy.; J. R. Davis, works mgr.; Robert H. Wolfe, sales mgr.; B. J. Fox, chief engr.; N. J. Fisher, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface, automatic piston ring, automatic cylindrical and internal grinders. Harry Arter, pres.; William Arter, vice-pres. and treas.; Albert B. O'Donnell, sales, adv. and sales prom. mgr.; A. Sangster, chief engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg., **Adv. Agcy.**—John Odlin, Worcester, Mass.

ARVIN INDUSTRIES, INC., 13th and Big Four R. R., Columbus, Ind. Arvin car heaters. Q. G. Noblitt, chmn. of bd.; Glenn W. Thompson, pres.; Harlan B. Foulke, Fred E. Daniel, vice-pres.; Dee Lenfesty, secy.; Yandell C. Cline, treas.; T. Earl Robinson, asst. treas.; James Jewell, adv. mgr.; L. E. Simons, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; Paul Tanner, sales prom. mgr.; Edmund Ludlow, automotive chief engr.; Carl E. Boswell, traffic mgr.; David Black, serv. mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Inc., Chicago, Ill. Miner Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Brake lining, clutch facings, fan belts, hose, rivets, brake service and brake bonding equipment. W. A. Blume, pres.; R. H. Temple, treas.; J. E. Bradley, sales mgr.; Wilbur Biggard, pur. agt.; E. H. Janes, vice-pres., Original Equipment Sales, 7-248 General Motors bldg., TRinity 5-9144, Detroit 2, Mich.; B. F. Sprague, sales engr., 7-248 General Motors bldg., Detroit 2, Mich.

ASHTABULA HIDE & LEATHER CO., 3906 Main ave., Ashtabula, O., upholstery leather. Wm. J. Hinson, pres.; Edward S. Fitzgibbons, exec. vice-pres.; H. Gay Crawford, treas.; M. C. Howe, secy.; Jack Schaffner, sales mgr. **Det. Rep.**—Ryan Sales Engrg. Co., 82 Lothrop, ave., Detroit 2, Mich.

ASHTON EQUIPMENT CO., 1701 W. Lafayette, Detroit, Mich. Tow truck wreckers. Afton A. Himick, pres.; Charles Swaby, secy.

ASHTON POWER WRECKER EQUIPMENT, INC., 1701 W. Lafayette, Detroit 16, Mich. wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas. A. Swaby, secy.; John Keene, wks. mgr. **Det. Rep.**—Ashton Sales, Inc., 1701 W. Lafayette. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Inc., Detroit 2, Mich.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers. Charles O. Spillman III, pres.; C. O. Spillman sales mgr.; G. F. Stewart, shipping-receiving supt.; M. E. Wells, secy.-treas.; W. R. Coleman, traffic mgr.; U. S. Export sales corp., 1041 Perry st., Detroit 1, export rep. **Det. Rep.**—George H. Kirchner, mfr. sales., John W. Snyder, trade sales.

ASSOCIATES INVESTMENT CO., 205 West Jefferson blvd., South Bend 24, Ind. Automobile financing, small loans, commercial financing; covering assignment of accounts receivable inventories, liens on machinery and equipment and rediscount of automobile and other installment paper. Robert I. Oare, chmn.; W. F. Guanitz, pres.; E. D. Campbell, treas.; V. B. Hungate, vice-pres.; T. C. Dye, vice-pres. **Adv. Agcy.** — Doremus and Co., Chicago, Ill. Charles C. Greene, acct. exec.

ATHOL MANUFACTURING CO., 75 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. Trade name "Terson." E. A. Clare, pres.; I. B. Wheeler, vice-pres., treas.; F. L. Ford, dir. of sales; R. M. Tyler, sales mgr.

ATLAS ASBESTOS CO., 4th and Walnut sts., North Wales, Pa. Brake linings, clutch facings. J. Carroll Johnston, pres.; W. H. Johnston, gen. mgr.; Wm. Wurster, secy.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, cf. engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 2, Mich. Drop forgings. J. V. Melick, pres.; C. G. Ryan, vice-pres. and gen. mgr.; F. Holland, sales mgr.; L. I. Melick, secy-treas.; F. P. Lovewell, asst. sec.-treas.; A. O. Peterson, pur. agt.; H. A. Markle, cf. engr.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, bench and floor model tilt arbor saws. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-pres.; Frank Leander, secy.; J. G. Collins, gen. mgr.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Staake & Schoonmaker, Kalamazoo, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 202 Arrott bldg., Pittsburgh 22, Pa. Kwik-metal cold solder, Kwik-Patch chemical fabric patch, and Speed Mask masking compound. Paul V. Hohmann, pres. and sales mgr.; Charles H. Allen, vice-pres. and wks. mgr.; Regis E. Lynch, secy. and treas.; Paul V. Hohmann, adv. mgr.; Regis E. Lynch, pur. agt.; **Det. Rep.**—Roy Baldwin, 15111 W. Nine mile rd. **Adv. Agcy.** — Lando Adv. Agcy., Pittsburgh, Pa. Robert M. Lando, acct. exec.

ATOM-OTIVE MFG. CORP., 641 Lexington ave., Brooklyn 21, N. Y. Auto and truck mirrors, windshield visors. Henry I. Sobel, pres. & pur. agt.; Milton Sobel, vice-pres., wks. mgr., cf. engr.; Abraham Sobel, secy.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W., Grand Rapids 2, Mich. Automotive, bus, hearse, hardware, taxicab, marine hardware and fittings, automatic screw machine parts. C. H. Attwood, pres., gen. mgr. & wks. mgr.; H. L. Cook, vice-pres.; B. H. Cook, secy.; R. C. Griffin, treas. & pur. agt.; C. C. Gravengood, sales mgr.; E. M. Burdick, cf. engr.; R. Hewartson, traffic mgr. **Det. Rep.**—H. B. Stillman, 612 Stephenson bldg. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Mr. Richter, acct. exec.

AUBURN-CORD-DUESENBERG CO., Div. of Mast-Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.; Jack Rice, works mgr. and pur. agt.; Louis Esser, traffic mgr. **Det. Rep.**—Larry Plagman, Cincinnati.

AUSTIN MOTOR CO., LTD., (England), 250 W. 57th st., New York 19, N. Y. Automobiles, A-40 Devon sedan, A-40 Countryman, A-40 van, A-40 pickup, A-90 convertible, A-90 sports saloon. L. P. Lord, pres.; J. Dudley, vice-pres., treas.; G. Kurz, secy.; John H. Wells, sales mgr.; E. G. King, serv. mgr. **Adv. Agcy.**—J. M. Mathes, Inc., 122 E. 42nd st., New York, N. Y. Leonard Marshall, acct. exec.

AUSTIN TRAILER EQUIPMENT CO., Div. of West Mich. Steel Foundry Co., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins. O. A. Seyferth, pres.; J. R. Seyferth, vice-pres.; R. F. Seyferth, secy; W. A. Strate, treas.; C. Jensen, serv. mgr.; Sam Vanderlaan, pur. agt.; Victor H. Bradford, gen. sales mgr.

AUTOCAR CO., Ardmore, Pa. Heavy-duty motor trucks, highway tractors, gasoline engines, fire apparatus. Edward F. Coogan, pres.; Hamilton Page, secy.; C. R. C. Custer, vice-pres. and treas.; B. B. Bachman, vice-pres. of engrg.; A. Gelpke, vice-pres. of prod.; W. M. Taylor, sales mgr.; Robert F. Wood, adv. and pub. rel. mgr.; Harley Harris, serv. mgr.; E. M. Minshall, parts and acct. mgr.; B. F. Jones cf. engr.; W. C. Culp, pur. agt.; John Usher, asst. **Det. Rep.**—Karl Pearson, 3333 W. Fort st., Detroit 16. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Jerome B. Gray, acct. exec.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass for automobiles and television, silk screen work. F. D. Knoblock, pres. and gen. mgr.; L. C. Putnam, secy. and treas.; Robert Hill, sales mgr.; E. C. Claes, pur. agt.

AUTO-LITE BATTERY CORP., Toledo 1, O. Electric storage batteries. D. H. Kelly, pres.; H. A. Harvey, vice-pres; F. J. Kennedy, secy; W. E. Blank, sales mgr. (replacement sales); R. A. Nowlan, pur. agt. **Det. Office**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan, Tod Reed, acct. exec.; radio and television: Cecil & Presbrey, Tom Maloney, acct. exec.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts. J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. E. Ferrell, wks. mgr.; S. Paul, sales mgr.; C. H. Williams, adv. mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; M. B. Lucker, cf. engr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, assts.; V. C. Ankll, prod. mgr.; L. F. Krieger, pub. rel. mgr.; **Det. Sales Rep.**—To mfrs.: K. B. Alexander, 940 Buhl bldg.; to jobbers: R. R. Baldwin, 1190 Collingwood ave., Detroit. **Adv. Agcy.**—Van Auken-Ragland & Stevens, Chicago. Chester Ragland, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 21, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; B. F. Stout, gen. mgr.; Robert Picotte, works mgr.; R. Mutschler, mgr. wrecker div.

AUTO VENTSHADE CO., 4881 Peachtree Industrial blvd., Chamblee, Ga. (Atlanta), Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips, pres.; T. M. Croxton, vice-pres.; Harold W. Goodman, secy. and treas.; Chester Drexler, sales mgr. **Adv. Agcy.**—Lowe & Stevens, 12 Third st., N. E., Atlanta, Ga. John H. Stevens, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline Ave., Boston 15, Mass. Custom built and Universal mount auto radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, wks. mgr.; Lou Silverman, sales mgr. and adv. mgr.; E. L. Housman, asst. sales and sls. prom. mgr.; H. Lawrence, svc. mgr.; John DeMetrick, cf. engr.; Frank M. Housman, pur. agt.; Charles Housman, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Herbert Frank, Boston, Mass.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden Ave., S. W., Canton 6, O.

(Continued on Page 171)

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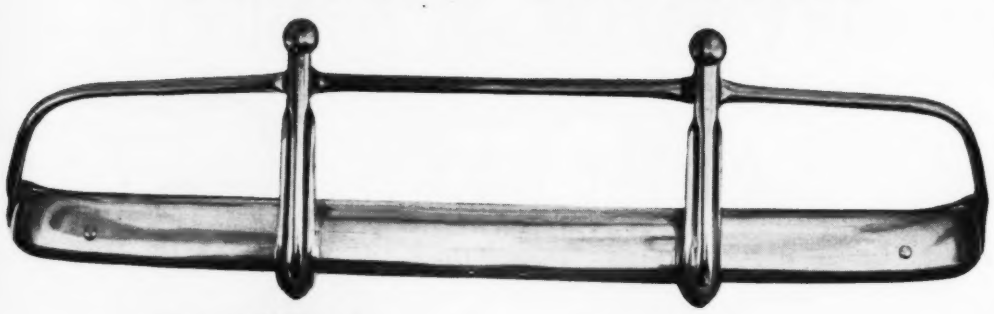

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Who's Who in Auto Industry

(Continued from Page 170)

A. M. Wickwire, pres. and gen. mgr.; Paul Williams, vice-pres. and wks. mgr.; Curtis Franklin, chmn.; Douglas H. Miller, treas.; H. O. Holland, vice-pres. in chg. of sales; Mercury Clutch Div.—L. C. Galleher, sales mgr. Spun Steel Div.—John Carnahan, vice-pres. Spun Steel Div., R. J. Killian, cf. engr.; R. A. DeCorps, pur. agt. **Adv. Agcy.**—Alfred A. Morse.

AUTOMOTIVE AIDS CORP., 3526 W. Fort st., Detroit 26, Mich. Manufacturers body buoys (automotive helper springs), Bernard Cook, gen. mgr.; Earl Stahl, cf. engr.

AUTOMOTIVE & AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn of bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), E. J. Williams, vice-presidents; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; H. Williams (Detroit), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc. Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Roy D. Angers, secy.-treas. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE DIV., The Cleveland Pneumatic Tool Co., 7630 Broadway, Cleveland 5, O. Aerol lifts, Clayborne axle and engine stands, dollies, lift kits. Roger O. Bay, gen. mgr., sales mgr.; T. A. Griffin, asst. sales. Robert L. Perry, ch. engr.; A. L. Rafter, pur. agt. **Det. Rep.**—C. E. Whipple, 17331 Beechwood, Birmingham, Mich. **Adv. Agcy.**—Richard T. Brandt, Inc., 1408 Keith bldg., Cleveland 15, O.

AUTOMOTIVE INVENTORY SERVICE CO., 9900 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricators for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on Diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Earle B. Harvey, pres.; Draper M. Harvey, vice-pres.; George Glazebrook, secy.; D. M. Harvey, treas. and sales mgr.; Richard Lodge, svc. mgr. **Det. Rep.**—Elton Eldredge, Detroit, Mich. **Adv. Agcy.**—Ad-Art Co., Boston, Mass. Harry Roseman, acct. exec.

AUTOMOTIVE PRODUCTS, INC., 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; C. Stanley McKinley, vice-pres.; E. O. Hammill, secy.; Don Chadbourne, sales mgr.; Wm. Glaske, parts & acc. mgr.; Rupert E. Perry, diesel foreman; Ray Wells, machine shop foreman.

AUTOMOTIVE REBUILDING CO., 5200 Virginia ave., St. Louis 11, Mo. Rebuilding of Ford, Chevrolet and Dodge-Plymouth, Oldsmobile, Pontiac engines. A. C. Burger, pres.; John W. Haring, vice-pres. and gen. mgr.; Imogene Burger, secy., treas.; Kenneth H. Harris, wks. mgr; George C. Barr, adv. mgr.; A. R. Lecure, pur. agt.; Harry V. Burtelow, traffic mgr.

AUTOMOTIVE SAFETY DEVICE CO., 410 Asylum, Room 240, Hartford, 3, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.; Fred K. Landa, adv. mgr. and pub. rel. mgr.

AUTOMOTIVE SPECIALTY CORP., 1562 Dekalb ave., Brooklyn 37, N. Y. Automotive electrical parts; coils, condensers, contact points, distributor covers and rotors, generator and starter brushes and bushings, terminal leads, cut-outs, relays, voltage regulators, solenoid and starter switches, dimmer and dash switches. Louis E. Fogel, pres., treas.; S. A. (Pat) Fogel, vice-pres., sales mgr., secy.; P. Henning, wks. mgr.; M. Meyer, cf. engr.; Jerome J. Fogel, asst. engr.; A. Fettig, pur. agt. **Adv. Agcy.**—Irving Davis Co., 151 W. 51st st., New York 19, N. Y.

AUTOMOTIVE TRANSMISSION CO., 14000-10 Linwood ave., Detroit 6, Mich. Rebuilders and assemblers of Hydra-Matic, Dynaflow, Gyro-Matic, Powerglide transmissions, Over Drive Units and all other types of automatic transmissions. David Feldstein, owner and pur. agt.; Peter Guidicelli, gen. mgr. and sales; Ernest Carmack jr., wks. mgr. and serv. mgr.; Lawrence W. Sublett, engr. **Adv. Agcy.**—David Victor, Detroit, Mich.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pumps; electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. & treas.; Albert M. Stern, vice-pres.; G. J. Germann, secy. & pur. agt. **Adv. Agcy.**—Jaqua, Grand Rapids, Mich.

AUTOTRAY CO., INC., 36 N. Pennsylvania st., Indianapolis 4, Ind. Front and rear seat autotrays. Ralph C. Black, pres., gen. mgr., adv. & sales; Joseph A. Ashman, vice-pres., treas. and cf. engr.; Wm. C. Conner, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, 10734 Fullerton, Detroit 4, Mich. Auto and truck rentals. Warren E. Avis, pres.; Edward Avis, vice-pres.; Gordon Wood, secy.; R. Waskin, sales mgr.; Herbert Berman, adv. mgr. and sales prom. mgr. **Adv. Agcy.**—Jas. E. Lillis Adv. Agency, Detroit, Mich. J. Carl Lillis, acct. exec.

B

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Manufacturer tire repairing, recapping, retreading and tire inner tube repair machinery. Thos. P. Bacon, pres., gen. mgr.; Erling F. Week, exec. vice-pres.; Jack W. Herzig, vice-pres., chge. of sales; Joseph Wahrhaftig, vice-pres.; O. Thompson, treas.; Ruth Wright, secy.; Earl R. Carians, asst. sales mgr. (538 Argyle drive, Falls Church, Va.; P. Luken, sales office mgr.; D. R. Smith, traf. mgr.; O. F. Arnold, pur. agt.; M. Belsit, asst. pur. agt.; A. E. Johnson, prod. engr. **Det. Rep.**—C. J. Olin, 925 Ann st., E. Lansing, Mich. **Adv. Agcy.**—Emil Reinhardt, 1736 Franklin st., Oakland, Calif. Dave Lane, acct. exec.

BAKELITE CO., Div. Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17. Cement, resin, lacquers, plastics, varnishes. J. W. McLaughlin, pres.; R. B. Lowe, vice-pres. mfg.; Allan Brown, vice-pres., gen. adv. mgr.; Don Masson, mgr. of pub. **Det. Rep.**—Bakelite Co., 807 Stephenson bldg., 6560 Cass ave., Detroit 2. **Adv. Agcy.** — James M. Mathes, Inc., 122 East 42nd st., New York.

BAKER BROTHERS, INC., Post and Harleau st., Toledo 10, O. Machine tools. drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines. G. E. Hallenbeck, chmn. of bd.; A. L. Baker, pres., gen. mgr.; H. L. Tigges, exec. vice-pres. and gen. sales mgr.; T. L. Hallenbeck, vice-pres., engr.; M. E. Fischer, vice-pres. mfg.; G. V. C. Baker, secy.-treas.; J. Brigham, asst. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merryweather Mach. Co. **Adv. Agcy.**—Guy C. Core Agency, Toledo, O., and Jackson, Mich.

BAKER-RAULANG CO., 1250 West 80th, Cleveland 2, O. Battery powered industrial trucks of the fork lift, platform and mobile crane types. J. W. Moran, pres.; E. H. Remde, vice-pres.; E. J. Scovil, secy.; E. W. Sankey, J. A. Matousek, G. B. Davis, vice-presidents; E. E. McVeigh, E. I. Walsh, asst sales; R. T. Willson, adv. mgr.; L. G. Bowman, E. W. George, assts.; H. R. Peck, serv. mgr.; J. A. Borman, cf. engr.; C. E. Geiger, pur. agt.; H. C. Seeley, parts & acc. mgr.; M. J. Dee, traf. mgr. **Det. Rep.**—H. A. Stevenson, Inc., 2988 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. C. A. Wagner, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment. Allen T. Shott, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and R. C. Ford, asst. to pres.; J. B. Frech, secy.-treas.; Fred Rupley, wks. mgr.; Frank Woelfer, cf. engr.; Russell Hayes, pur. agt.; E. D. Fox, serv. mgr.; C. Rouse, traf. mgr. **Det. Rep.**—C. P. Hoffman, 6432 Cass ave.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders, exhausts. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, cf. engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.**—W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Oliver A. Life, St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 280 Broadway, New York, N. Y. Automotive replacement parts. Henry Lansdale, pres.; Geo. B. Johnson, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell - Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

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BARNES-GIBSON-RAYMOND Division of Assoc. Spring Corp., 40300 Plymouth rd., Plymouth, Mich. Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; E. P. Zimmerli, cf. engr.; L. E. Hilts, fac. mgr.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment. H. B. Barrett,

(Continued on Page 172)

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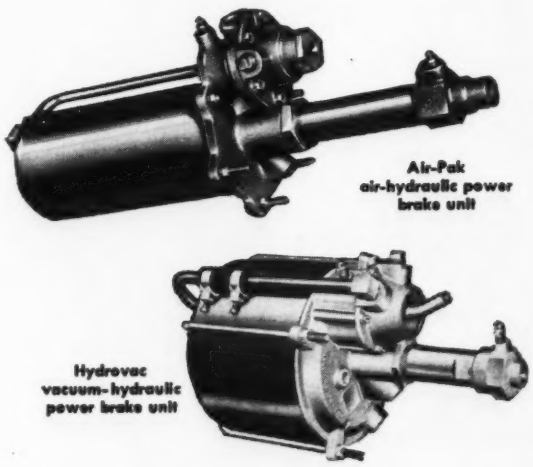

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AVIATION CORPORATION

Who's Who in Auto Industry

(Continued from Page 171)

pres.; Harry D. Smith, exec. vice-pres. and gen. sales mgr.; John Churn, vice-pres. and treas.; Earl R. McAtee, vice-pres. and brake school dir.; I. M. Fitzpatrick, secy.; David Ninas, adv. mgr.; Frank Albach, cf. engr. Ernest Fark, design engr.; Ray Stotiemeyer, pur. agt. **Adv. Agcy.**—Chas. W. Bolan Agcy, St. Louis, Mo.

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BAY MFG. CO., 316 Arlington, Torrance, Calif. Portable pneumatic auto and truck lifts. P. G. Cloud, pres. and sales mgr.; Logan Cotton, vice-pres.; Wm. A. Watt, secy. and treas. **Adv. Agcy.**—Parkhouse & Associates, Glendale, Calif.

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BEAN DIVISION, JOHN, Food Machinery and Chemical Corp., 1305 S. Cedar Lansing 4, Mich. Wheel aligners, alignment correction tools; wheel balancers, balancing tools; wheel weights; headlight testers; car washers, steam cleaners. Paul L. Davies, pres.; H. L. Byrd, vice-pres. in chge.; Tracy Carrigan, div. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; Eldon Robbins, adv. mgr.; R. E. Butts, serv. parts and acct. mgr.; M. W. Turner, asst. pur. agt. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rosk Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, steering-gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools. Will Dammann, pres.; V. B. Day, vice-pres., treas.; C. R. Nelson, secy.; H. E. Hermann, wks. mgr.; E. Quekels, new prod. and serv. mgr.; W. C. Goldschmidt, adv. mgr.; L. B. Arp, gen. mgr. **Det. Rep.**—Harvey Nestle, 16141 Harper ave., Detroit, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid and adjustable), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. L. O. Beard, pres.; Chas. A. Keen, vice-pres., gen. and works mgr., pur. agt.; H. S. Bachman, secy., sales, adv., and sales prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traffic mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford Bldg., Detroit 26, Mich.

BEARINGS CO. OF AMERICA, 501 Harrisburg ave., Lancaster, Pa. Ball bearings. J. W. Brady, pres.; C. D. Addams, W. B. Pusey, A. R. Spicacci, vice-pres.; C. C. Edwards, secy.; J. A. McCarthy, treas.; D. F. Hess, asst. treas; A. E. Carlson, replacement sales; J. L. Richards jr., pur. agt. **Det Rep.**—A. W. Robbins, Wilson bldg., 9545 Grand River ave., Detroit, Mich. **Chicago Rep.**—H. R. Higgins, Uptown National Bank bldg., 4753 N. Broadway, Chicago 40, Ill.

BECKWITH CHANDLER CO. (Division of Devoe & Raynolds Co., Inc.), Rutherford and Delancy sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. Clarence W. Slocum, pres. and gen. mgr.; J. Mack Creager, asst. gen mgr.; Jack Masters, sales and adv. mgr.; Philip D. Lambe, asst. sales mgr.; J. A. MacGregor, pur. agt. **Det. Rep.**—P. H. Pope, c/o Jones Dabney Co., Caniff and Grand Trunk Ry. **Adv. Agcy.**—J. Walter Thompson Co., New York, N. Y.

BEE LINE CO., P. O. Box 569 Davenport, Iowa. Frame straightening and wheel aligning equipment; Wheel straightening and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. Harry Englehart, pres.; Richard D. Englehart, sales mgr. **Adv. Agcy.**—Boudinot Adv., Moline, Ill.

BEHR-MANNING CORP., 854 Seifert st., Troy, N. Y. Coated abrasives, sharpening stones, grinding wheels, pressure-sensitive tapes. Elmer C. Schacht, pres. and gen. mgr.; Henry M. Elliott, vice-pres. and sls. dir.; John O. Amstus, vice-pres. and wks. mgr.; John M. Cook, vice-pres. and gen. sls. mgr.; William I. Clark jr., secy.; H. Vermaidel Teeling, Arthur W. Bedell, asst. secretaries; Harold S. Turner, treas.; Terence A. Cordner, controller; Wm. J. Thelan, asst. gen. mgr.; Byron C. Keene, dir. of pur.; Bertram M. Twamley, pur. agt.; Henry J. Sidford, sls. prom.; Harry W. Seifert jr., adv. mgr. **Adv. Agcy.**—Peterson & Kempner, Inc., 444 Madison ave., New York 22, N. Y. Roger N. Peterson, acct. exec.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; storage battery; battery service tools; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler (industrial div.), Les A. Thayer (merchandise div.), sales mgrs.; Gene Toolan, sales serv. mgr. (Ind. div.); Edgar Stanton jr., adv. mgr.; Ted Kroeger, sales serv. mgr. (merchandise div.); W. A. Sandy, pur. agt.

BELL AUTO SUPPLY, 6601 Bergenline ave., West New York, N. J. Dealer license plate spring clips. Albert A. Waldman, pres., adv. mgr.; Robert Waldman, vice-pres., secy., sales mgr.; Anne Shulman, treas., asst. sales mgr.

BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; E. A. Seeman, sls. mgr.; L. E. Carr, cf. engr.; Irene Gorvitz, pur. agt. **Det. Rep.**—B. G. Golden, 29700 Thirteen mile rd., Farmington, Mich.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; A. B. Merriam, adv. mgr. **Det. Rep.**—E. G. Harvey, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation components radio and television. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nichols, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Rabbe, L. A. Hyland, E. K. Foster, vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice-pres., treas.; Wm. A. Mara, adv. and pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Fisher bldg., Detroit, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argyle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; M. P. Ferguson, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; T. F. Harris, wks. mgr.; T. E. McLeod, sls. mgr; G. S. Manser, adv. mgr. and serv. mgr.; J. C. Blonde, cf. engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; A. Carlisle, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich.

BENDIX PRODUCTS DIV. of Bendix Aviation Corp., 401 N. Bendix dr., South Bend 20, Ind. Automotive products: hydraulic, mechanical and parking brakes, agricultural brakes, hydrovac vacuum-hydraulic and airpack air over hydraulic power brakes, treadle-vac power brake for passenger cars, vacuum power, accessories, hand control valves; universal joints; vacuum power gear-shift assistors; automatic clutch and transmission controls, automatic control governors; vacuum pumps for power brakes; hydraulic power steering for passenger cars, trucks and buses; hydraulic systems for bus control; hydraulic clutch and throttle control; Stromberg carburetors and parts; two-speed axle power controls; "Metalclene" cleaner for automotive and aircraft parts. Aviation products: turbojet and jet propulsion fuel controls and nozzles, automatic starting systems for jet engines, direct fuel injection systems and nozzles, speed density carburetion systems, large injection carburetors, light aircraft injection carburetors, float carburetors, water regulators and controls, landing gear (main, nose and tail wheels), brakes (shoe and segmented rotor brakes), struts (main, nose and tail), hydraulic controls. George E. Stoll, gen. mgr.; George W. Pontius, mgr. automotive section; Charles D. Manhart, mgr. aircraft section; Allan C. Chambers, dir. automotive sales; Frank E. Farrell, asst. dir. automotive sales; I. F. Richardson sls. mgr. (aircraft products); S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sls. mgr. (automotive); C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—A. C. Chambers and F. D. Hourigan, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit 2, Mich.

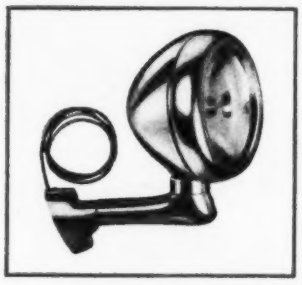
BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, mobile communication equipment. E. K. Foster, vice-pres. Bendix Avia. Corp., gen. mgr. radio div.; G. R. Faustman, fac. mgr.; Arnold Rosenberg, sls. mgr.; R. B. Barnhill, mgr. mobile and automotive radio sales; F. D. Fenhagen, pub. rel. and adv. mgr.; W. L. Webb, dir. engrg and research; J. L. Winchester, pur. agt. **Det. Rep.**—V. C. Judd, 261 McDougall ave., Detroit 7. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. Ray Blackwell, acct. exec.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; F. G. Reiter, treas.; F. L. Wheaton, sls. mgr.; D. S. Kimball jr., fac. mgr.; E. R. Fitch, dir. of engr.; S. Johnson jr., cf. engr.; H. R. Hafferkamp, dir. of pur.; H. W. Jackson, sls. prom. mgr.; H. J. Begin, adv. mgr.; J. R. Hastings, serv. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich.

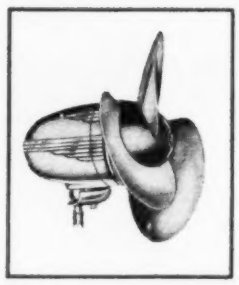
BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; J. W. Simpson, secy.; Max Pilter, treas.; Thomas H. Taylor, pur. agt.; Paul Huckelbury, traf. mgr. **Det. Rep.** — Leslie James, 14656 Terry ave. **Adv. Agcy.**—Besel Advertising, Los Angeles, Calif.

(Continued on Page 174)

ALL-WEATHER VISOR



ON-THE-POST SPOTLIGHT



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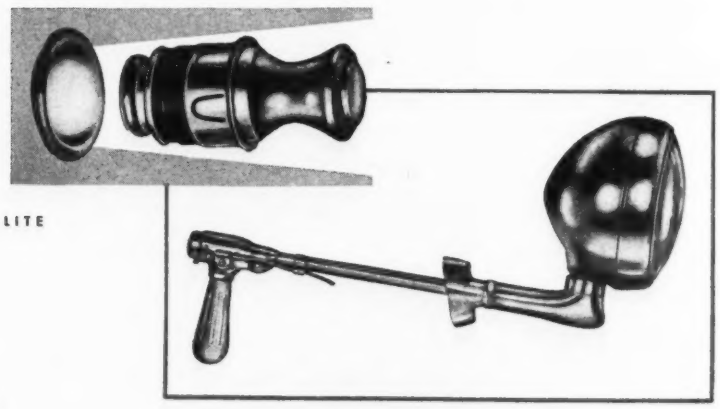

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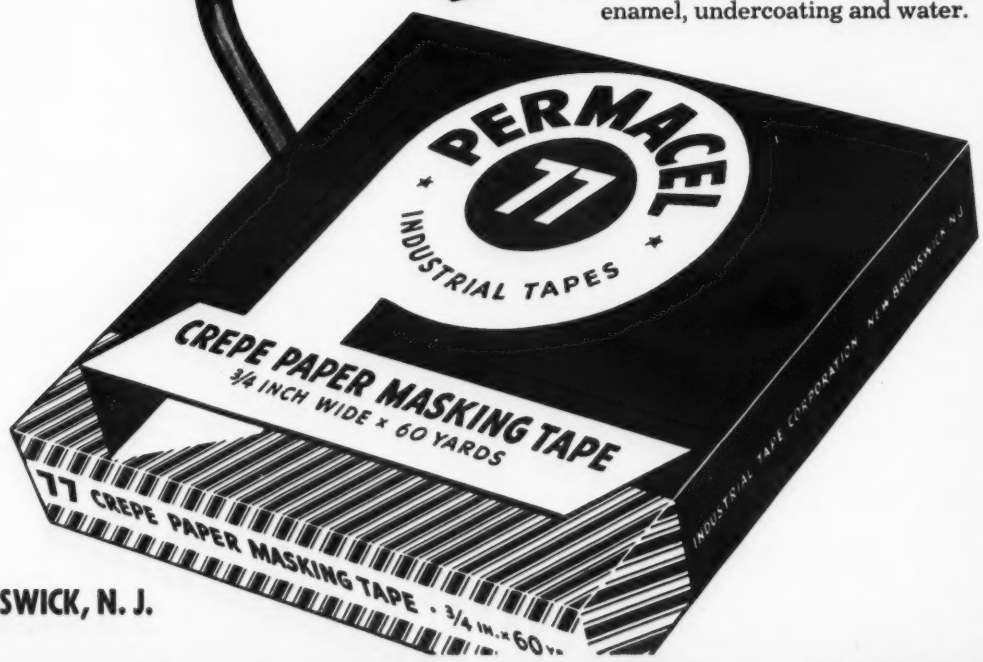

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Who's Who in Auto Industry

(Continued from Page 172)

BERGER MFG. DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. R. W. Helms, gen. mgr of sales; C. E. Howes, mgr. of sales equip. products; A. U. Steenrod, mgr. steel bldg. prod. sales; M. C. Brown, asst. mgr. steel bldg.; product sales; E. T. Causer, works mgr.; Karl Foltz, pur. agt.; N. W. Sutmaier, adv. mgr. **Det. Rep.**—H. F. Shires, br. mgr., G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

BERTLEY CO., INC., 540 E. Fordham, rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr., pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

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BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot- and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold-formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; Paul Mackall, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 4495 West 210th st., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders. T. H. Easly, pres.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ave., Cincinnati 12, O. Henderson tire changers. V. H. Hildebrant, pres., treas., cf. engr.; E. T. Rothley, vice-pres.; A. F. Hildebrandt, secy., gen. mgr., sales mgr. and adv. mgr.; Ed Strassel, wks. mgr.; David W. Besuden, R. O. Richardson, asst. sales mgrs.; J. Hogen, pur. agt.; A. B. Cox, traffic mgr.

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BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. and asst. sls. mgr.; F. Ruhland, wks. mgr.; Don Lyons, sls. and adv. mgr.; M. Dahlgren, parts and acc. mgr.; Walter Westley, cf. engr.; Gene Flink, pur. agt. **Det. Rep.**—James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—F. H. Faber, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—A. Rus. Wendell, General Motors Bldg.

BLACK & DECKER MFG. CO., Towson 4, Md. Portable electric drills, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders; electric valve refacers, valve seat grinders; wire wheel and carbon cleaning brushes, etc. A. G. Decker, pres.; Thomas I. Burbage, secy.; Frank J. Nagell, treas.; A. G. Decker jr., vice-pres., mfg.; Robert D. Black, vice-pres.; Glen H. Treslar, vice-pres. sls.; J. F. Spaulding, sls. mgr.; J. F. Apsey jr., adv. mgr.; George Herbst, serv. mgr.; G. C. Wilhide, cf. engr.; C. B. Mann, pur. agt. **Det. Rep.**—J. M. Schreiner, 3028 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. Dan Loden, acct. exec.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and works mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.

BLACKHAWK MFG. CO., 5325 W. Rogers st., Milwaukee 10, Wis. Service tools, hydraulic hand jacks and service jacks, Porto-Power equipment, hydraulic controls. H. P. Brumder, pres., treas.; J. C. Merker, G. H. Goehrig, E. M. Pfauser, vice-presidents; L. E. Bertaine, secy.; J. C. Merker, gen. mgr.; J. P. Hannaberry, wks. mgr.; G. H. Goehrig, vice-pres. in chge. of sls; W. W. Dyke, dist. sls. mgr.; W. J. Kiley, adv. mgr.; J. G. Wedereit, serv. mgr.; E. M. Pfauser, cf. engr.; J. M. Brophy, pur. agt.; H. C. Schmidt, traf. mgr. **Det. Rep.**—Palmer Fry, 1275 Hillside dr. Birmingham, Mich. **Adv. Agcy.**—Klau Van Pietersom-Dunlap-Assoc., Inc., 744 N. 4th st., Milwaukee, Wis. Burt Hotvedt, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, tappet screws, oil metering jets, brass and steel expansion plugs, lock nuts and washers, axle sleeves, head studs. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

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BLISS CO., E. W., 1375 Raff rd., S. W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. Howard U. Herrick, pres.; J. H. Tredinnick, exec. vice-pres.; E. A. Irwin, gen. sls. mgr.; G. Perrault, sls. mgr. (rolling mill div., Salem, O.); L. R. Collart, secy.-treas.; W. Staecker, chief engr. (Canton div.); A. H. Schloz, cf. engr. (Toledo div.); F. B. Porteous, chief engr. (Hastings div.); G. F. Farrington, cf. engr. (rolling mill div., Salem, O.); E. V. Crane, cf. engr., special projects; M. R. Hatch, cf. engr. development; J. T. Harrington, adv. mgr. **Adv. Agcy.**—Fred Wittner Advertising, New York, N. Y. John J. Feeley, acct. exec.

BLOOD BROTHERS MACHINE CO., div. Standard Steel Spring Co., 1 Glass st., Allagan, Mich. Universal joints and assemblies. G. R. Wilber, vice-pres., gen. mgr., treas.; R. E. Myers, secy.; G. Gibson, wks. mgr.; C. E. Wood, sls. mgr.; D. F. Wilber, asst. sales, adv. mgr.; G. R. Harrington, cf. engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson Advertising, Inc., Benton Harbor, Mich.

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BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit 26, Mich. Automobile, truck, diesel and aircraft engine bearings; aluminum pistons, sand castings, permanent mold castings; aluminum and brass extrusions, forgings, aluminum ingot; brass and bronze ingot. Charles B. Bohn, chmn. of bd.; S. D. Den Uyl, pres.; R. J. Roshirt, exec. vice-pres.; Terry W. Kuhn, vice-pres.; Henry Levitt, vice-pres.; C. M. Adams, secy.; F. M. Taylor, treas.; V. C. Mrowca, asst. secy.; R. J. Warner, asst. treas.; C. M. Adams, adv. mgr.; H. O. Davis, pur. agt. **Adv. Agcy.**—Zimmer-Keller & Calvert, Inc., Detroit 26, Mich.

BOHN ALUMINUM & BRASS CORP., SERVICE DIV., 2512 E. Grand blvd., Detroit, Mich. Engine bearings, reconditioned connecting rods, rebabbitted connecting rods, Bohnalite pistons and pins, water pumps, water pump repair kits, king bolt sets. S. D. Den Uyl, pres.; P. W. Sloan, gen. mgr.; C. M. Adams, adv. mgr.; R. S. Booth, pur. agt. **Det. Rep.**—V. A. Konarske, 1601 Howard st., Detroit 16. **Adv. Agcy.**—Zimmer-Keller & Calvert, Inc., Detroit. W. L. Chittenden, acct. exec.

BOLTA PRODUCTS SALES, INC., 151 Canal st., Lawrence, Mass. Boltaflex, all-plastic covering material. Daniel E. Hogan jr., pres.; John Bolten jr., vice-pres.; Samuel S. Dennis III, secy.; Harold T. Houston, treas.; Bomar Kramer, sls. mgr., Quilted Boltaflex div.; Sol Sackel, dir. of adv.; Robert S. Kesler, pur. agt. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass., Herbert T. Hand jr., acct. exec.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Mechanics' hand tools. J. E. Durham jr., chmn. of bd.; A. J. Male, pres., treas.; F. S. Durham jr., secy.; C. D. Otterson, sls. mgr.; H. J. Seaman, E. A. Eyer, asset, sls. mgrs.; E. S. Sensenderfer, adv. mgr.; L. J. McGregor, cf. engr.; W. H. Emrey, pur. agt. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. Martin E. Goldman, acct. exec.

BOOTS AIRCRAFT NUT CORP., 50 John st., Stamford, Conn. Self-locking nuts. Col. N. Jay Boots, pres.; J. Nelson Kelly, exec. vice-pres.; C. A. Milton, secy.-treas.; W. D. Wedgwood, sls. mgr. **Adv. Agcy.**—Moore & Beckham, Inc., Greenwich, Conn.

BORG & BECK DIV. of Borg-Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lifttrucks. David E. Gamble, pres.; Tolbert L. Knecht, vice-pres., gen. mgr.; Clyde Bissell, secy.-treas.; Joseph T. Branit, wks. mgr.; Arthur W. Anderson, Alfred A. Krueger, sales engrs.; Chas. C. Blanchard, serv. mgr.; Harold Nutt, vice-pres. in chge engrg.; Harold V. Reed, cf. engr.; Lawrence R. Seen, pur. agt.; Edward F. Newren, asst. pur. agt.; Carl E. Morris, traffic mgr. **Det Rep.**—Joel D. Monroe, Rm 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Walter E. Smith, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp., 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound clocks, polishing pads and bonnets, wheel balancing equipment. George W. Borg, pres.; Lester M. Grether, vice-pres.; Harold R. Egenes, secy., treas.; Karl Keck, sales mgr.; Peter Olson, chief engr.; H. W. DeVitt, pur. agt. **Det. Rep.**—Roy M. Hood, Basso Bldg., Detroit 2, Mich.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators (for passenger cars, trucks, buses and tractors), silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, Borg-Warner super-chargers and blowers, gear reduction units, power take-offs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. C. S. Davis, chmn. of bd.; R. C. Ingersoll, pres.; G. A. Shallberg, chmn. of exec. comm.; Mathew Keck, vice-pres.; L. G. Porter, treas.; R. W. Dose, secy.; G. A. Shallberg jr., dir. of adv.; J. S. Davis, dir. of pub. rel. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago. W. E. Smith, acct. exec.

BORROUGHS MFG. CO., Div. American Metal Products Co., 3002 N. Burdick, Kalamazoo, Mich. Flexi (storage) bins, Flexi-stor office cabinets, pallet and skid racks, service desks, stampings, sheet metal fabrication, round and square tubing fabrication. F. C. Matthael, pres.; A. M. Mras, treas.; D. F. Roby, vice-pres.; Roy Curtiss, secy.; Frank Davison, wks. mgr.; Tracy Call, compt.; Ray Pike, traf. mgr. **Det. Rep.**—Automotive Bin Service Co., 9900 Freeland ave. **Adv. Agcy.**—Rolland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Rolland G. Spedden, acct. exec.

(Continued on Page 175)

It's wise to be smart

THERE'S wisdom, indeed, in checking your personal choice of what's smart in styling against known standards.

How many car bodies can you think of, for instance, that are recognized everywhere for their smartness?

Chances are, you can name only one—Body by Fisher.

And so it goes in all qualities that a car body contributes to an automobile—in comfort, in staunchness, and in honest craftsmanship as well. That is why so many car owners sum it all up by naming Body by Fisher as "the best body built."

So isn't your wise choice one of the five cars—and there are only five—built with Body by Fisher?

Well favored on their own account, Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac alone offer the added excellence of Body by Fisher.

Who's Who in Auto Industry

(Continued from Page 174)

BOSTON WOVEN HOSE & RUBBER CO., P. O. Box 1071, Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, hose, friction and rubber tape, sheet packing, brass goods, tubing and plastic hoss. John M. Bierer, exec. vice-pres., gen. mgr.; Alden S. Foss, secy., asst. treas.; Wilfred L. Larkin, treas., vice-pres.; J. C. Walton, factory mgr.; H. S. Johnson, asst. gen. sales mgr.; G. E. Apel, cf. engr.; Harrison S. Royce, pur. agt.; T. F. Murphy, traf. engr. **Adv. Agcy.**—Sutherland-Abbott, 234 Clarendon st., Boston, Mass. Paul Abbott, acct. exec.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Hydraulic suspension seat assemblies for trucks and tractors; cushions; spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres., gen. and wks. mgr.; Karl A. Bostrom, vice-pres., treas.; W. J. Schlapman, sls. mgr.; Richard R. Whiting, secy.; A. K. Simons, cf. engr.; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Al Herr, Adv. Agency, Milwaukee 4, Wis. Al Herr, acct. exec.

BOSTWICK LABORATORIES, INC., 706 Bostwick ave., Bridgeport 5, Conn. Insect killer, fire entinguisher, Aerosol insecticides, moth proofers, air conditioners, plastic sprays, Spray-Kleen spot remover. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; H. R. Shepherd, works mgr.; J. Zamata, pur. agt.; Jack Schenberg, sls. and adv. mgr.; Paul Klinger, traf. mgr. **Det. Rep.**—Sid Fein (automotive rep.).

BOWEN PRODUCTS CORP., Canal st., Auburn, N. Y. Lubricators, metal stampings, automobile window regulators and door latches. L. A. Young jr., pres.-treas.; H. E. Walker, exec. vice-pres., gen. mgr.; W. H. Hughes sr., treas.; R. E. Cross, secy.; Mary D. Below, asst. secy.; P. Williamson, plant sls. mgr.; Wm. C. Quarnstrom, sls. mgr.; M. St. John, pur. agt.; G. W. Esken, plant mgr.; G. Hoyt, traf. mgr.; R. Mullally, pub. rel.

BOWER ROLLER BEARING CO., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. S. A. Strickland, pres.; G. F. Johnson, exec. vice-pres.; Theo. C. Dye, secy.; F. E. Halderman, treas.; J. R. Squire, vice-pres. mfg.; R. S. Strickland, vice-pres. sales; R. Strickland, adv. mgr.; G. O. Wilson, vice-pres. engrg.; Charles Heller, pur. agt. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. R. A. Brewer, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George O. Cote, gen. sls. mgr.; George E. Talmage, asst. sls. mgr.; David A. Henderson, adv. mgr.; Frank S. Gardner, pur. agt.; E. E. Perkins, asst. pur. agt. **Det. Rep.**—Fay Barnett, 16739 Rutherford. **Adv. Agcy.**—Pettinger-Harding, Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOYERTOWN AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, military vehicles. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Jess Goranflo, sls. mgr.; Gordon Rose, asst. to pres.; Lloyd B. Fritz, production coordinator.

BOYLE-MIDWAY, INC., 22 E. 40th, New York 16. Auto polishes, etc. S. Schraffenberger, pres.; W. Tinedale, vice-pres.; E. A. DeBaggis, sls. mgr.; R. S. Wheeler, adv. mgr. **Adv. Agcy.**—W. Earl Bothwell, Inc., 22 E. 40th St., N. Y. F. Kearney, acct. exec.

BRACH MFG. CORP., 200 Central ave., Newark 4, N. J. Auto radio antennas. FM & TV antennas. Leon S. Brach, pres.; Ira Kamen, sls. mgr.; J. B. Cejka, vice-pres. and cf. engr.; A. Ashcroft, pur. agt. **Det. Rep.**—S. Kehoe, 719 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—E. Conti, Ridgewood, N. J.,

BRADY CORP., 18th and Ebright st., Muncie, Ind. Automatic cooling system cleaners, industrial coolant pumps, automotive exhaustair system. F. E. Brady pres., gen. mgr and cf. engr.; E. A. Huston, vice-pres., and bus. mgr. dir.; H. L. Haskett, factory mgr.

BRANDT MACHINE CO., INC., C. R., Roosevelt ave., extd., York, Pa. Hydraulic presses, spring testers, shock absorbers. Fred H. Hespenheide, pres.; C. Ralph Brandt, vice-pres.; A. H. Rohrbaugh, secy.-treas.; Paul J. Byerly, gen. mgr.; Richard Ganther, wks. mgr.

BREEZE CORP, INC., 41 S. Sixth st., Newark 7, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; J. F. Lucas, vice-pres.; H. J. Dwyer, secy.; F. G. Shupp, treas.; F. T. Gould, sales mgr.; T. C. Irwin, automotive sls. mgr.; W. Miller, wks. mgr.; K. G. Strunk, cf. engr.; G. C. Braumuller, pur. agt.; A. P. Ellsworth, asst. **Adv. Agcy.**—Burke Dowling Adams, Montclair, N. J. B. D. Adams, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. A. Breuer, gen. mgr.; J. A. Jason, wks. mgr.; A. A. Anderson, sls. mgr.; P. W. Williams, asst. sls. mgr.; I. Frahm, serv. mgr.; G. Marshall, pur. agt. **Det. Rep.**—Tornado Sales & Service, 8035 Hamilton ave. **Adv. Agcy.**—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

BREWER-TITCHENER CORP., 111-113 Port Watson st., Cortland, N. Y. Forgings and stampings. E. A. Brewer, chmn. of bd.; J. H. Greene, pres.; M. E. Maxon, vice-pres., treas., sls. mgr.; E. R. Brewer, secy.; W. S. Brewer, asst. treas.; A. W. Hoffman, pur. agt.; F. R. Davies, Traf. mgr. **Det. Rep.**—C. H. Webster. **Adv. Agcy.**—Taylor M. Ward, Inc., Ithaca, N. Y.

BREWSTER MFG. CO., 2262 Bedford ave., Brooklyn 26, N. Y. Custom built auto seat covers. Norman Glassberg, sales mgr., pur. agt.; Ned Glassberg, adv. mgr.; Stanley Glassberg. All partners.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass and copper sheet, rod, wire, tubing, condenser and heat exchanger tubing, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubing, fittings, tire valves, plumbing goods. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, vice-pres., chg. sales; John S. Dawson, secy., counsel; W. R. Breetz, vice-pres., treas.; Philip Davidson, adv. mgr. **Adv. Agcy.**—Hazard Advertising Co., New York. John C. Lucas, acct. exec.

BRIDGEPORT FABRICS, INC., 805 Wood ave., Bridgeport, Conn. Elastic and nonelastic narrow fabrics, sponge rubber weatherstripping with molded-in spring wire flange, robe rails, assist straps. H. B. Naramore, chmn. of bd.; H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; E. J. Morrell, secy.; T. N. Wakeman, treas.; L. Spargen, chief engr.; H. A. Hubbell, pur. agt. **Det. Rep.**—732 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—James Thomas Chirurg Co., 48 E. 43rd st., New York, N. Y. L. H. Brendel, acct. exec.

BRIDGEPORT THERMOSTAT DIV., Robertshaw-Fulton Controls Co., 1225 Connecticut ave., Bridgeport 1, Conn. Thermostats. J. A. Robertshaw, pres.; A. D. Rapuano, vice-pres., gen. mgr.; W. H. Steffler, secy.-treas.; C. F. Ahlheim, sls. mgr.; J. F. Mayne, asst. sales; E. D. Rogers, adv. mgr.; D. L. Morgan, cf. engr.; W. E. Stratford, pur. agt. **Det. Rep.**—C. E. Sharp, 705 Donovan bldg. **Adv. Agcy.** — Griswold-Eshelman Co., Cleveland.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements. F. E. Ehrman, pres.; J. H. Nash, vice-pres., secy.-treas.; S. W. Briggs, vice-pres., chge. research; J. A. Collins, sls, mgr. (automotive); R. A. Howland and H. K. Woodward, sls. mgrs. (industrial); Mrs. Hettie Davis, sls. prom. mgr.; W. C. Bauer, cf. engr.; D. Hardester, pur. agt.; N. L. King, traf. mgr. **Det. Rep.**—Industrial: Wm. A. DaLee, Inc., 9190 Roselawn ave. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGGS MFG. CO., 3675 E. Outer dr., Detroit 34, Mich. Automotive bodies and component parts. Automobile metal stampings, automotive interior trim, decorative plastic panels and mouldings, paints and refinishing materials for car and home. Briggs Beautyware plumbing fixtures, porcelain enamelware, vitreous chinaware, brass plumbing ware fittings. W. D. Robinson, pres. and gen. mgr.; E. E. Lundberg, exec. vice-pres. and asst. gen. mgr.; W. O. Briggs jr., exec. vice-pres.; A. D. Blackwood, secy.-treas.; F. H. Hofmann, vice-pres.; G. W. Drysdale, vice-pres., mfg.; C. B. Doty, vice-pres., engrg.; L. J. McPharlin, dir. of pur.; Robert H. Baker, asst. dir. of pur.; W. J. Athanson, dir. of serv.; J. I. Boomer, traf. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich.

BRIGGS MFG. CO., Refinishing Materials Div., 3001 Miller ave., Detroit 11, Mich. Refinishing materials for car and home. W. D. Robinson, pres. and gen. mgr.; E. E. Lundberg, F. W. Hoffman, vice-presidents; A. D. Blackwood, secy.; W. O. Briggs jr., vice-pres. and treas.; T. W. Edwards, sales mgr.; N. I. Farley jr., adv. and sales prom. mgr.; W. J. Athanson, gen. mgr. parts and refinishing materials div.; G. W. Warner, asst. gen. mgr. **Adv. Agcy.** — Livingstone-Porter-Hicks, Detroit, Mich. L. P. Hicks, acct. exec.

BRIGHT STAR BATTERY CO., 200 Crooks ave., Clifton, N. J. Flashlights, batteries. A. I. Barash, pres.; E. E. Wagner, secy.-treas.; W. E. Corcoran, asst. treas.; Wm. M. Riordan, sls. mgr.; J. Strickland, cf. engr.; G. Feher, pur. agt. M. Lagos, off. mgr. **Det. Rep.**—J. Duncan, 15417 Manor.

BRIGHTBILL BODY WORKS, INC., M. A., E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Miles A. Brightbill, pres., gen. mgr.; Richard L. Boeshore, vice-pres., wks. mgr.; Kathryn A. Boeshore, treas.; James A. Eckenroth, sls. mgr.

BROCKWAY MOTOR CO., INC., 106 Central ave., Cortland, N. Y. George S. Piroumoff, pres., gen. mgr.; Frank C. Odell, secy.-treas.; Walter F. Blanden, asst. gen. sales mgr.; Gerald D. Shira, adv. mgr.; Harold O. Keller, serv. mgr.; Rodman S. Reed, chief engr.; Lester L. Cross, asst.; Claude M. Bigelow, pur. agt.; Charles C. Severance, prod. mgr.

BROQUINDA CORP., THE, 19th st. & 2nd ave., St. Petersburg, Fla. Dairy trucks, insulated and non-insulated bodies, utility bodies. Wm. A. F. Stephenson, pres., gen. mgr.; Henry Esteva, vice-pres.; Clementine Japour, secy.-treas.; D. J. Weinfield, wks. mgr.

(Continued on Page 176)

You can thank RAMSEY ENGINEERING

for making 'egg-shaped' holes serve as ROUND ONES... in car engines!

All America profits from an industrial "success story" in mass production.

This story began 30 years ago. It all started because of the surprising fact that in those days when the round cylinders in a car engine began to wear, they wore egg shaped.

Ramsey met that need with the Ramco Spring Inner-Ring. It did the job. Egg-shaped cylinder holes could be made to function almost like new, *inexpensively!*

A need was answered. Mass production at Ramsey began. Today, the demand for Ramco Piston Rings, embodying the Ramco Spring Inner-Ring—as well as for the many allied Ramsey Products for industrial and car factory use—calls for mass production by the tens of millions each year from 5 Ramsey manufacturing plants.

These mass production economies have enabled Ramsey Engineering to constantly invest time and money in the development of new, special, patented machinery. This exclusive Ramsey machinery not only produces rings faster and at lower cost...but also with *extra precision.*

That is why you can thank Ramsey Engineering for making egg-shaped holes serve as round ones. The resulting mass production is being reflected, year after year, in ever-higher precision standards for every product manufactured by the Ramsey Corporation.

Makers of Ramco 10-Up Piston Rings, Ramco Inner-Rings, Ramco Piston Skirt Stabilizers. Seal-Tite and Oil-Tyte Piston Rings, **Spirolox Retaining Rings,** Spiro-Seal Grease Seals and Dust Seals, and special rings for Automotive and Industrial Application. **Factories:** St. Louis and Sullivan, Mo.; Fruitport, Mich.; Toronto, Canada. **Ramsey Corporation,** General Offices: St. Louis 8, Missouri, a Subsidiary of Thompson Products, Inc.

Ramsey Corporation
PISTON RINGS
RETAINING RINGS

SETTING NEW AND HIGHER STANDARDS FOR HARNESSING ENERGY TO MAKE ENGINES AND MACHINES BETTER SERVE AMERICA

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Who's Who in Auto Industry

(Continued from Page 175)

BROWN EQUIPMENT & MFG. CO., 1740 Broadway, New York 19, N. Y. Gasoline and diesel highway tractors, aluminum trailers, truck bodies, batteries (truck, bus, diesel and passenger car), "Marko-Lite" (marker lights). W. E. Simpson, pres.; D. V. Gearwar, exec. vice-pres.; W. J. Spain jr., secy.-treas.; J. Kilgour, adv. mgr.; Carmin A. Tenuta, serv. mgr.; H. W. Haldeman, parts and acct. mgr.; B. S. Horton, cf. engr. and vice-pres.

BROWN-LIPE-CHAPIN DIV., General Motors Corp., 700 Marcellus st., Syracuse, N. Y. Hub caps, bumper guards, die cast trim. Norman M. Ross, gen. mgr.; Frederick N. Claypole, wks. mgr.; Harry C. Nelson, sls. mgr.; Calie VanMeter, pur. agt.

BROWN RUBBER CO., INC., Union st. and Concord rd., Lafayette, Ind. Molded sponge rubber products. E. A. Callanan, pres., gen. mgr.; J. H. Buskirk, vice-pres., wks. mgr.; R. D. Branigin, secy.; C. W. Hickman, treas.; George Leach, sales, adv. mgr.; George McCollough, gen. supt.; Fred Tuxworth, chief engr.; H. L. Wettschurack, pur. agt.; G. Meyers, traffic mgr.; Howard Kissel, pub. rel. mgr. **Det. Rep.**—A. E. Hess, 1019 Fisher bldg., Detroit.

BROWN TRAILERS, INC., Spokane, Wash. Aluminum trailers and bodies; van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers, van full trailers, cargo van semi-trailers, van truck bodies, cargo van bodies. T. C. Brown, chmn. of bd.; A. A. Kearney, pres.; W. R. Brown, vice-pres. (properties); R. P. Whelan, vice-pres. (planning and personnel); K. W. Tantlinger, vice-pres. engrg.; L. A. Clark, vice-pres. prod.; G. R. Mortenson, vice-pres. (procurement); T. A. Roberts, vice-pres. (national sales and eastern regional sales mgr.); John Leveille, treas.; H. M. Hamblen, secy.; G. L. Coleman, serv. coordinator; R. G. Flagan, cf. engr.; J. H. McPhee, adv. mgr.; W. Z. Davis, Spokane wks. mgr.; H. F. Fogman, Toledo wks mgr.; R. E. Hansen, Reading wks. mgr.; F. M. Cross, western regional sales mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc.

BRUNNER'S, INC., 358 E. Center st., Manchester 1, Conn. The Brunner turntable. Chester E. Brunner, pres., sales prom. mgr.; Ernest D. Smith, vice-pres.; Rosella Giraitis, secy.; Sherwood Benson, treas.; John Karey, gen. mgr. and chief engr.; Peter Tozzi, works mgr., pur. agt.; Chester E. Brunner, adv. mgr.; James Benson, serv. mgr.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinding machinery. W. J. Bryant, pres.; J. H. Beardsley, vice-pres., gen. mgr.; Alan E. Stubbs, sls. mgr.; A. L. Hicks, treas.; Alan M. Brown, adv. mgr.; M. H. Arms, cf. engr.; E. R. Olney, pur. agt. **Adv. Agcy.**—H. A. Loudon, Adv., Boston, Mass.

BUCKEYE RUBBER PRODUCTS, INC., 637 N. Jackson st., Lima, O. Belts, radiator hose, floor mats, caskets, mud guards. Ben Rakowsky, pres., gen. mgr.; Rudy Rakowsky, vice-pres., secy., sls. mgr.; A. J. Verstein, treas., pur. agt.; A. Roth, wks. mgr.; Charles Claypoole, cf. engr. **Det. Rep.**—Jerry Gitre, 726 Fisher bldg.

BUDA CO., 154th and Commercial aves. Harvey, Ill. Diesel and gasoline engines, generator sets, lifting jacks, diesel nozzle tester, railroad equipment, earth drills, material handling equipment. R. K. Mangan, pres.; L. C. Daniels, vice-pres.; K. E. Fitzpatrick, secy.-treas.; Ray M. Scott jr., sls. mgr. (material handling); R. W. Williamson, sls. mgr. (railroad and ind.); L. F. Shoemaker, vice-pres., sls. mgr. (engines); R. H. Heberling, wks. mgr.; H. H. Cohenour, adv. and sls. prom. mgr.; R. M. Dickinson, asst.; A. F. Ochtman, cf. engr.; H. W. Blank, parts mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst. M. J. Rice, traf. mgr. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill. Ed Papp, acct. exec.

BUDD BARR INDUSTRIES, 1552 Holbrook, Detroit 11, Mich. Grille guards, gravel shields, gas door guards, Buick lamp grilles, curbmaster alarms. Budd Barr, pres.; M. S. Barr, pur. agt. **Adv. Agcy.**—Marvin Hahn, Detroit, Mich.

BUDD CO., 2450 Hunting Park ave., Philadelphia 32, Pa. Body parts and stampings; truck and bus wheels; truck trailers; agricultural implements. Edward G. Budd jr., pres.; E. R. Schmidt, mfg. vice-pres.; G. M. Barnes, engr. vice-pres.; Al Walton, gen. mgr. mfg.; E. A. Clark (Detroit), vice-pres.; H. A. Coward, vice-pres. and secy.; Paul Zens, vice-pres. and treas.; Frank L. Hight, D. Coyle, E. Blaine, wks. mgrs.; H. A. Coward, adv. mgr.; R. F. Littley, vice-pres. auto sales; J. G. Richard Heckscher, asst. secy.; Francis S. White, pur. agt.; Charles Davitt (Phila.), W. J. S. Buchanan (Detroit), traffic mgr.; S. Stewart (Phila.), Caron M. Wallace (Detroit), pub. rel. mgrs. **Adv. Agcy.**—Lewis & Gilman, Philadelphia 2, Pa. John C. Belfield, acct. exec.

BUELL MFG. CO., 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres.; L. T. Wright, wks. mgr. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. J. M. Wentsel, acct. exec.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. I. L. Wiles, gen. mgr.; A. H. Belfie, gen. sls. mgr.; E. C. Loppnow, adm. asst. to gen. sls. mgr.; J. B. Nash, F. V. Bridge, asst. sls. mgrs.; J. H. Scudder, adv. mgr.; E. J. Krause, serv mgr.; Paul E. McCracken, parts and acct. mgr.; V. P. Mathews, cf. engr.; W. J. Brewer, pur. agt.; C. Clark Smith, traf. mgr. **Det. Rep.**—J. L. Bradshaw. **Adv. Agcy.**—Kudner Agency, Inc., New York City, N. Y. Martin Rice, acct. exec.

BUILDERS ORNAMENTAL IRON CO., Frame Master Div., 4655-59 W. Arthington st., Chicago, Ill. Frame and straightener for cars and trucks; collision units for alignment and front end work up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; Frank J. Sudlik, vice-pres., gen. sls. mgr.; Howard R. Johnson, pur. agt.; John H. Hill, cf. instructor. **Adv. Agcy.**—Leslie Brink, Chicago, Ill.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing, nickel tubing. W. W. Anderson, pres.; G. D. Baker, vice-pres. sales; W. C. Ireland, vice-pres., gen. mgr.; J. L. Shanahan, works mgr.; P. A. O'Connell, sales mgr.; David Knox, chief engr.; T. H. Schneider, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 9, O. Cast bronze bearings, both standard and special; electric motor bearings; bronze bars of bearing bronze. G. H. Adams, pres.; W. F. Volk, secy.-treas.; R. R. Hirsch, vice-pres. of sls.; M. A. Hamman, B. H. Wigle, sls. mgrs.; A. L. Cremean, gen. factory mgr.; D. C. Spaulding, prod. engr.; O. Heath, cf. engr.; J. Frautschi, pur. agt.; W. H. Roberts, asst.; F. Stewart, traf. mgr. **Adv. Agcy.**—Beeson-Faller-Reichert, Inc., Toledo, O.

BURD PISTON RING CO., 2401 Tenth st., Rockford, Ill. Piston rings, piston expanders, valve packing, valve guides, car and bus heaters, defrosting fans, switches, heater hose, thermostats, parts, heater service. F. M. White, pres.; Alvin Haas, vice-pres., wks. mgr.; M. E. Wahlstrom, secy.-treas.; E. F. Eiseman (repl. div); G. H. Gruber, (original equip. div.), sales mgr.; R. H. Colvin, chief engr.; W. Gustafson, pur. agt.; D. Fisher, traffic mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis. R. J. Wentsel, acct. exec.

BURG, A. S., CO., 116 South st., Boston 11, Mass. Materials for auto seat covers. A. S. Burg, pres., adv. mgr.; Barney Kane, vice-pres. sales mgr., pur. agt.; Elliot Adelman, secy.; G. Burg, treas.; Albert Ross, asst. treas.; **Det. Rep.**—Frank J. Murphy jr. **Adv. Agcy.**—Bresnick & Solomon, Boston, Mass.

BURGESS BATTERY CO., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, vice-pres.; D. J. Teare, secy.-treas.; W. T. Evans, asst. secy.; F. J. Kirkman, gen. mgr.; H. S. Cramer, gen. supt.; L. H. Harriss, sls. mgr.; T. F. Hrubecky, asst. sls. mgr.; C. E. Balz, adv. mgr.; J. J. Coleman, cf. engr.; C. A. Butcher, pur. agt.; R. E. Beldt, asst.; A. C. Harris, traf. mgr. **Det. Rep.**—A. C. Olsson, 22111 Cleveland st., Dearborn, Mich. **Adv. Agcy.**—Ruthrauff & Ryan, Chicago, Ill. L. O. Byrne, acct. exec.

BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, pres., treas.; F. E. Burgess, exec. vice-pres. and asst. treas.; A. C. Johnson, secy. and asst. treas.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sls.; W. T. Crane, adv. mgr.; M. H. Townsend, cf. metallurgist; G. M. Walker, cf. engr.; G. D. Holliday, pur. agt.

BURKHARDT CO., 543 W. Larned st., Detroit 26, Mich. Loose leaf binders, processed catalog covers, celluloid indexes, leather portfolios and cases, easel display binders, pamphlet binding, general bookbinding. Edward H. Zerbe, pres. and sls. mgr.; J. C. Burkhardt, vice-pres.; L. D. Knorr, secy.-treas.; Charles Golk, wks. mgr.; Wm. Geddis, adv. and sls. prom. mgr.; R. C. Burkhardt, asst. sls. mgr.; A. W. Smallfuss, pur. agt.; Lee Smith, traf. mgr.; Ed Redies, pub. rel. mgr.

BURLINGTON MILLS CORP. (N. Y.), 350 Fifth ave., New York 1. Textile fabrics. Robert L. Huffines jr., pres.; Kenneth Collins, vice-pres.; Ralph Coburn, secy.; Ervin Schutz, treas.; Chester Bassett, ind. fabrics div. mgr.; Justus Addiss, ind. fabrics sls. mgr.; Stanley Kramer, adv. mgr.; William Moore, asst.; Paul Menneg, pub. rel. mgr. **Det. Rep.**—National Automotive Fibers, Inc., 19925 Hoover rd. **Adv. Agcy.** — Hirshon-Garfield, Inc., New York.

BURLINGTON MILLS, INC., 748 Chestnut st., Burlington, Wis. Decorated and printed insulating automotive felts, floor carpeting, luggage compartment lining, head lining, glove compartment lining, dash seal, kick plates, risers, shelf lining and seat facings. Wm. A. McMillan, pres.; R. A. Kinzer, vice-pres.; A. J. Rueter, secy.-treas.; D. E. McKey, gen. mgr.; Howard Fabian, wks. mgr.; R. A. Kinzer, sls. mgr.; C. C. Joys, sls. mgr. (automotive) and adv. mgr.; J. F. Ze-

(Continued on Page 178)

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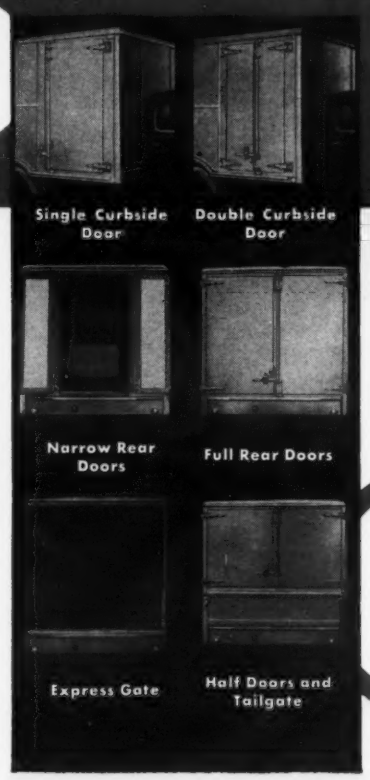

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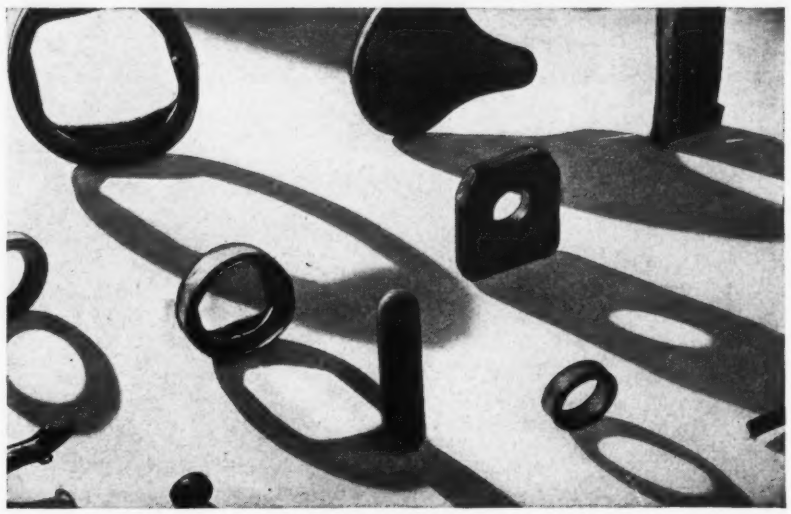

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Who's Who in Auto Industry

(Continued from Page 176)

maitis, research dir.; W. G. Mett, pur. agt.; Hugh H. Loud, Detroit dist. mgr., Stephenson bldg., Detroit 2. **Adv. Agcy.**—Keck Advertising Agency, Oconomowoc, Wis. Pete Keck, acct. exec.

BURNDY ENGINEERING CO., INC., Norwalk, Conn. Electrical connectors. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Sidney Wolberg, secy.; Eric E. DeMarsh, sls. mgr.; Lewis E. Gage, adv. mgr., sls. prom. mgr.; David H. Harris, asst.; Julian Rogoff, cf. engr.; Sidney Wolberg, pur. agt. **Det. Rep.**—Knaus-Glaser & Co., 3117 W. McNichols rd. **Adv. Agcy.**—Ben Sackheim, Inc., New York. George Pampel, acct. exec.

BURROUGHS ADDING MACHINE CO., 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, microfilm equipment (distributors of Bell & Howell Microfilm, exclusive); ribbons, carbon paper, roll paper and other supplies for all types of business machines. John S. Coleman, pres.; R. R. Eppert, vice-pres., marketing; K. C. Tiffany, vice-pres., finance; R. G. Bower, vice-pres., engrg.; Sheldon Hall, secy.; H. A. Lombard, treas.; Willis E. Morgan, sls. mgr.; Noel L. Mudd, asst. sls. mgr.; W. C. Sproull, adv. mgr.; A. R. MacIsaac, asst.; E. G. Welch, sls. prom. mgr.; C. A. Baker, serv. mgr.; R. S. Stark, pur. agt.; W. A. Durbin, pub. rel. mgr. **Det. Rep.**—E. J. Shaver, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. G. Richardson jr. (J. Walter Thompson Co.), Paul Stewart (Campbell-Ewald), acct. execs.

BURTON-ROGERS CO., Sales Div., Hoyt Electric Instrument Works, 292 Main st., Cambridge 42, Mass. Meters. C. W. Burton, pres., treas.; V. S. Church, vice-pres., secy. **Det. Rep.**—Edwin C. Imonen & Associates, 20203 Hubbard rd., Farmington, Mich. **Adv. Agcy.**—Humbert & Jones, New York.

BUSSMANN MFG. CO., University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres.; J. C. Ingram, sls. mgr.; J. A. Bussmann, secy.-treas.; H. von P. Thomas, adv. mgr.; Wm. C. Joyce, serv. mgr.; Lee J. Bussmann, pur. agt. **Adv. Agcy.**—Oakleigh R. French, St. Louis 8, Mo.

BUTLER ENGINEERING CO., INC., 2612 Rousseau st., New Orleans 13, La. Water correction. Edgar M. Butler, pres.; Clyde J. Welcker, vice-pres.

BUTLER MFG. CO., 7400 E. 13th, Kansas City 3E. Truck tanks, truck transports, oil equipment. Oscar D. Nelson, pres.; Glen C. Speakman, vice-pres. sls.; Fred A. Rufi, secy.; Darius Melcher, treas.; John A. Morgan, gen. mgr.; Chris Stritzinger, adv. mgr., sls. prom. mgr., pub. rel. mgr.; Robert D. Richardson, asst.; Robert H. McKinley, serv. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Carter Advertising Agency, Kansas City. Fred V. Klemp jr., acct. exec.

BYERS, A. M., CO., 16th Floor Clark bldg., Pittsburgh 22, Pa. Pipe, wrought iron nipples, wrought iron hot rolled, wrought iron pipe, wrought iron. L. F. Rains, pres.; C. G. Jensen, J. W. Marrinan, vice-presidents; F. G. Love, secy.-treas.; R. H. Gardner, sls. mgr.; H. R. Rowland, asst. sls. mgr.; F. E. Farnan, adv. mgr.; W. J. Binder, engr., serv. mgr.; F. E. Engelhardt, pur. agt.; H. A. Cochran, traf. mgr. **Det. Rep.**—W. T. O'Donohue, 2737 West Grand blvd. **Adv. Agcy.**—Ketchum, MacLeod & Grove, Pittsburgh, Pa. E. T. Giles, acct. exec.

C

CBS, INC., RADIO DIV., 485 Madison ave., New York, N. Y. Howard S. Meijhan, pres.; John Karol, vice-pres. chge. of sales; Eldon Hazard, sls. mgr.; Dudley Faust, eastern sls. mgr.; Erwin H. Shomo, western sls. mgr. **Det. Mgr.**—Joseph Spadea, Fisher bldg. **Adv. Agcy.**—McCann Erickson, New York, N. Y.

CBS, INC., TELEVISION DIV., 485 Madison ave., New York, N. Y. J. L. VanVolkenburg, pres.; Fred M. Thrower, vice-pres. chge. of sls.; William Hylan, eastern sls mgr.; George J. Arkedis, western sls mgr.; Kingsby Horton, Pacific sls. mgr.; William Golden and John Cowden, adv. mgr.; David Jacobson, pub. rel. mgr. **Adv. Agcy.**—McCann Erickson, New York, N. Y.

CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. D. E. Ehrens, gen. mgr.; J. M. Roche, gen. sls. mgr.; C. F. Arnold, cf. engr.; H. A. Barber, wks. mgr.; C. H. Smith, compt.; R. A. Vogel, mgr. pur.; M. E. Fields, dir. per. and pub. rel.; J. W. Dunivan, dist. mgr.; C. W. Schooley, merch. mgr.; G. W. Otto, gen. parts and serv. mgr.; C. W. Criss, bus. mgt.; George D. Sills, organization mgr.; R. L. Newton and E. F. Upson, asst. gen. sls. mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit.

CADILLAC PRODUCTS, INC., 2300 Gainsboro, Ferndale, Mich. Service sheet metal wrappings, industrial paper specialties. Custom-made insulation and interior trims. M. P. Williams, pres.; H. V. Drake, vice-pres.; E. A. Wagner, treas.; M. J. Halley, secy.; R. J. Williams, prod. mgr. **Adv. Agcy.**—Webster Adv. Agency, 2024 Guardian bldg., Detroit. Forrest U. Webster, acct. exec.

CALIFORNIA OIL CO., P. O. Box 2, Barber, N. J. Gasoline, lubricating oils, kerosene, greases, fuel oils. E. W. Endter, pres.; E. H. Todd, C. J. Moody, H. H. Brereton, R. E. Doty, vice-presidents; H. H. Brereton, secy.-treas.; G. S. Cranmer, sls. mgr.; F. A. Hay, mgr. dist. sls.; M. F. Barry, adv. mgr.; E. S. Evans, sls. engr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., 383 Madison ave., New York City.

CALLAWAY MILLS, INC., 295 Fifth ave., New York 16, N. Y. Industrial fabrics, industrial yarns, automobile headlining fabrics. R. D. Williams jr., pres.; F. S. Graves (ind. fabrics), D. P. Halsey (ind. yarns), F. R. Spitznagel (headlinings), sales mgrs.; John J. Fisher, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitznagel, Francis Palms Bldg., Detroit 1. **Adv. Agcy.**—J. M. Mathes, Inc., New York 17, N. Y. H. L. Rohde, acct. exec

CALNEVAR CO., 1732 W. Washington, Los Angeles 7, Calif. Weather wings, full wheel covers, chrome sides, white-sides, wheel discs, steering wheel controls, exhaust extensions. F. P. Plotkin, pres.; Harold Plotkin, vice-pres., sls. mgr.; M. M. Kaufman, secy.-treas.; Bernard Plotkin, gen. mgr.; Wm. Miller, adv. mgr.; Harold Sloier, cf. engr.; Wm. Adler, pur. agt.; A. E. Bator, traf. mgr. **Det. Rep.**—J & H Sales, 75 E. Wacker dr., Chicago, Ill.

CAL-VAN MACHINE PRODUCTS, INC., 809 S. Water st., Jackson, Mich. Automotive parts for car manufacturing; specialized garage tools. B. L. Dowley, pres.; J. C. Mich, vice-pres.; D. E. Ritson, secy.; A. L. Dowley, treas.; W. J. Dowley, vice-pres. **Adv. Agcy.**—Guy Core Co., Jackson, Mich.

CAM TOOL CO., INC., 288 21st st., Oakland 12, Calif. Bead breakers (tractor and passenger), tire lifter, bearing remover, truck steps, engine stands, cranes (truck and portable). Nars Bergeron, pres.; George I. Knapp (sales mgr.) secy. and treas.; Bishop & Bahler Co., traffic mgr. **Adv. Agcy.**—Emil Reinhardt Adv., 1736 Franklin st., Oakland, Calif.

CAMPBELL CHAIN CO., York, Pa. and West Burlington, Ia. Tire tractor and welded chain; weldless chain. Geo. J. Campbell jr., pres.; N. A. Campbell, vice-pres.; M. H. Campbell, secy., adv. mgr.; Howard D. Campbell, treas., pur. agt.; James C. Hendrickson, sales mgr. **Det Rep.**—A. Rus Wendell, 8-255 General Motors bldg. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. M. E. Goldman, acct. exec.

CAMPBELL CO., INC., A. S., 161 Prescott st., East Boston 28, Mass. Metal stampings; automobile bumper, fender grille and rear truck guards; automobile license plate frames, two and four-wheel trailers and farm wagons, exhaust extensions, wingrails. N. C. Raymond, pres.; W. S. Axford, exec. vice-pres.; W. E. Porter, vice-pres. and gen. sls. mgr.; F. A. Schwer, sls. mgr.; E. C. Felton, treas.; C. R. Campbell, vice-pres. chge. mfg. sls.; R. H. Hanson, asst. adv. mgr.; Munroe Cohen, export sls. mgr.; T. S. Brown, pur. dir.; L. Wells, traf. mgr.; A. A. MacLeod, pers. mgr. **Det. Rep.**—C. R. Campbell, 406 Fisher bldg., Detroit. **Adv. Agcy.**—The Goulston Co.

CAMPBELL SONS CORP., HARRY T., Campbell bldg., 100 W. Pennsylvania ave., Towson 4, Md. Truck sanders. Bruce S. Campbell, pres.; H. Guy Campbell, vice-pres., treas.; Robert F. Porter, vice-pres.; Florence C. Russell, secy.; Albert S. Cummins, gen. mgr.; William F. Childs III, sls. mgr.; Dennis M. Hoffman, adv. mgr.; Richard L. Campbell, cf. engr.; James E. Wills, pur. agt. **Det. Rep.**—J. A. Brown, 108 Newburn dr., Pittsburgh 16, Pa. **Adv. Agcy.**—VanSant-Dugdale Co., Inc., 15 E. Fayette st., Baltimore 2, Md. Nicholas VanSant, acct. exec.

CAMPBELL, WYANT AND CANNON FOUNDRY CO., Henry st., Muskegon, Mich. Automotive and high production castings in iron and steel, cylinder blocks and cylinder heads for both gasoline and diesel engines, camshafts, crankshafts, gears, pistons, housings, cylinder liners, manifolds, brake drums, bearing caps and miscellaneous high-strength steel and alloyed iron castings for the automotive, railroad and agricultural implement industries. C. E. Allen, pres.; W. R. Krepps, exec. vice-pres.; I. K. MacGregor, vice-pres.; D. J. Vail, vice-pres.; R. L. Lindland, secy.; T. H. Wagner, treas.; W. E. Busker, compt.; M. R. Wiard, engr.; A. G. Nelson, pur. agt.

CANFIELD TOW BAR CO., INC., 6033 E. McNichols rd., Detroit 12, Mich. Power and hand-operated folding wreckers, complete wrecker accessories. E. C. Vandegrift sr., pres.; E. C. Vandegrift jr., vice-pres. and treas.; John A. Denner, secy., gen. mgr. V. R. Cook, wks. mgr. **Adv. Agcy.** — Shutran-Mahlin, Detroit, Mich.

CANNON CHEMICAL CO., INC., 181 Portland st., Cambridge 41, Mass. Rustbuster radiator treatment, lecton car-care (paint protection), lecton chrome care (chrome protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres. **Det. Rep.**—Edw. K. Stearns, 6432 Cass ave., Detroit 2, Mich.

CAPITOL TIRE CO., INC., Scotts Lane east of Ridge, Philadelphia 29, Pa. Remolded tires. Edw. Welt, pres.; P. A. Welt, secy. treas.; James W. Hess, sls. mgr.; Carrol J. Warrell, plant mgr.; John P. Koss, asst. plant mgr.; Geo. S. Colvey, pur. agt. **Adv. Agcy.**—Ralph A. Hart Adv. Agency. Ralph Hart, acct. exec.

CAR-BAR CO., Ft. Oglethorpe, Ga. Beverage holders, window trays. E. W. Tubbs, pres.; Herman Dalton, gen. mgr.

CARBOLOY DEPARTMENT, General Electric Co., 11177 E. Eight Mile rd., Detroit 32, Mich. Cemented carbides, tools, dies, masonry drills, wear parts, coal mining tools, Alnico permanent magnets, series 600 chrome carbides, hevimet and other metals. K. R. Beardslee, gen. mgr.; E. F. Wambolo, asst. gen. mgr.; J. E. Weldy, mgr. (marketing); J. M. Bertotti, mgr. (field sales); J. S. Gillespie, mgr. (product sales); E. C. Howell, mgr. (merchandising); S. B. Strom, mgr. (finance); J. A. Muldoon, mgr. (manufacturing); I. L. Wallace, mgr. (engineering); R. L. Brownlee, mgr. (production). **Adv. Agcy.** — Brooke, Smith, French & Dorrance, Inc., Detroit. L. Grant Hamilton, acct. exec.

CARBORUNDUM CO., Buffalo ave., Niagara Falls, N. Y. A complete line of all bonded and coated abrasive products. H. K. Clark, pres.; F. J. Tone jr., vice-pres. sls.; E. A. Montgomery, secy.; W. T. Windle, treas.; E. R. Broden, exec. vice-pres.; P. B. Brown, bonded mgr.; W. H. Wendel, coated div. mgr.; F. W. Bonacker, sls. mgr.; J. G. Fritzinger (bonded div), F. W. Scott (coated div.), div. sls. mgrs.; A. W. Cowles, adv. mgr.; L. P. Mercer, sls. prom. mgr.; F. E. Whyte, pur. agt.; K. S. Wright, traf. mgr.; E. D. Lackey, pub. rel. mgr. **Det. Rep.** — J. F. Claydon, 2759 E. Grand blvd., Detroit 11. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. Sterling Hiles, acct. exec.

CAREW STEEL PRODUCTS CORP., 1336 Spahn ave., York, Pa. Prefabricated steel buildings and roof systems. Howard J. Carew, pres.; William F. Kauffman, vice-pres.; George H. Werner, vice-pres. **Adv. Agcy.**—A. I. Watts, York, Pa.

CAREY MFG. CO., PHILIP, Cincinnati 15, O. Industrial products: asbestos gasket stock, fibre and specialties, paper and millboard, prefabricated ducts, automotive sound deadening felts and emulsions, asphalt emulsions and asphalt plyboards, 85 percent magnesia and rock wool insu-

(Continued on Page 180)

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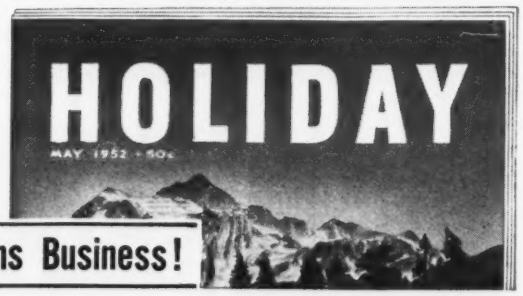

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CARE WILL SAVE YOUR CAR

Who's Who in Auto Industry

(Continued from Page 178)

lations and industrial flooring. J. W. Humphrey, pres.; L. W. Clarke, vice-pres. sls.; H. R. Barrett, vice-pres., controller; E. J. Fasold, secy.; S. E. Breuleux, treas and asst. secy.; M. V. Coffey, gen. mgr. sales; L. C. Underwood, adv. and sls. prom. mgr.; E. L. Clayton, dir. of pur. **Adv. Agcy.**—Farson, Huff & Northlich, Cincinnati 2, O. W. R. Northlich, acct. exec.

CARLIFE GUARANTY, THE, 16501 Wyoming, Detroit 21, Mich. Service guaranty on new cars. Geo. M. Taylor, originator. Hanley, Marr and Dawson Taylor, owners. E. C. Neiken, gen. sls. mgr.

CARLTON LAMP DIV., Hudson Lamp Co., 528 Elm st., Arlington, N. J. Automotive, radio panel, flashlight and Christmas tree lamp bulbs.

CAR-MON PRODUCTS CO., 4554 North Broadway, Chicago 40, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. **Det. Rep.**—D. H. Brown, 829 Fox Theater bldg., Detroit 1, Mich. **Adv. Agcy.**—Burlingame - Crossman, Chicago, Ill.

CARPENTER MFG. CO., 2 Bradley, Somerville 45, Mass. Emergency vehicle, warning lights, stanchion lights, standby lights, roof-mounted searchlights, flashing colored lights and spotlights. Harold S. Bird, pres.; Lester A. Worden, wks. mgr.; Robert P. Koehler, adv. and sls. mgr.; Peter A. Thompson, asst. sls. and serv. mgr.

CARPENTER STEEL CO., 157 W. Bern st., Reading, Pa. Specialty steels (including tool steels, stainless steels), industrial and high nickel alloys. J. H. Parker, chmn. of bd.; F. R. Palmer, pres.; G. V. Luerssen, P. B. Greenawald, vice-pres.; John Moxon, secy.-treas.; Arlington Britton, gen. mgr.; H. S. Potter, gen. sls. mgr.; J. W. Thompson, prod. mgr.; Fred von Raab, mgr. of whsle. distr.; H. A. Brossman, mgr. stainless steel sales; A. E. Keller, adv. mgr.; E. Von Hambach, research and develop. engr.; R. P. Freehafer, pur. agt.; Earl Schearer, traf. mgr. **Det. Rep.**—C. O. Ericke, 6181 Warren ave., W., Detroit, Mich. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa. R. F. Heller, acct. exec.

CARTER CARBURETOR CORP., 2840 N. Spring ave., St. Louis 7, Mo. Carburetors—automatic and manual choke; filters—gasoline, ceramic and screen; fuel pumps—mechanical and electrical; switches—oil pressure. H. H. C. Weed, pres.; M. F. Peterson, exec. vice-pres. and gen. Mgr.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Clark, treas.; W. M. Ewart, factory mgr.; V. J. Lowenstein, sales mgr. Canadian Tractor & Small Carb. Div.; D. A. Bragdon, adv. mgr.; J. L. McDonough, mgr. after mkt. sales and serv.; J. T. W. Moseley, chief engr.; D. G. Teasdale, pur. agt.; F. W. Michel, resident compt. mgr. **Det. Office**—A. B. Marshall, 5-117 General Motors Bldg. **Adv. Agcy.** — Oakleigh R. French & Assoc., St. Louis, Mo.

CARTER AND GALANTIN, INC., 105 W. Monroe, Chicago, Ill. Promotion programs, product displays, sales charts, training aids. H. E. Carter, pres.; R. H. Plew, vice-pres.; Miss A. L. Dunlap, secy. and treas. **Det. Rep.**—R. H. Plew and R. Ingalls.

CARTER PARTS CO., 213 Institute Pl., Chicago 10, Ill. Foot dimmer switches, defroster switches, windshield wiper switches, heater switches, door switches, back-up and turn indicator switches. M. J. McCarthy, pres.; M. J. Alef, gen. mgr.; A. V. Beet, vice-pres. and wks. mgr.; M. F. Ebeling, secy.; J. Scanlan, treas.; Frank Abbett, adv. and sales mgr.; N. Frantz, chief engr.; D. Eklund, pur. agt.; Wm. Clark, prod. mgr. and pub. rel. mgr. **Det. Rep.**—Ed Protz, 1516 Morton st., Ann Arbor, Mich.

CASCO PRODUCTS CORP., 512 Hancock ave., Bridgeport 2, Conn. Automatic cigarette lighters, rubbed-bladed defrosting fans, inner-controlled sealed-beam spotlights, sun visors, electric motors. J. H. Cone, pres., gen. mgr.; Bert G. Cochrane, vice-pres., dir. of sales; F. V. Gullo, wks. mgr.; L. E. Fenn, exec. vice-pres.; W. R. Powell, sales mgr. automotive div.; U. Sykes Mozneck, art dir., sales prom. mgr.; R. W. Sinclair, parts and acc. mgr.; J. O. Thibault, chief engr.; John J. Reidy, gen. sales mgr.; Norman Levine, pur. agt.; E. J. Cone, asst.; Al Antonsen, traffic mgr. **Det. Rep.**—R. W. Sinclair, 8-255 General Motors bldg., Detroit. **Adv. Agcy.**—Norman D. Waters & Assoc., 6 E. 39th st., New York.

CASE HARDENING SERVICE CO., 3091 Mayfield rd., Cleveland 18, O. Carburizing or case hardening compounds, tempering, heat treating, annealing, carburizing salts; anti-carburizing paint. C. P. Critzer, pres. and treas.; Mark Snow, vice-pres.; E. M. Critzer, secy.

CASITE DIV., Hastings Mfg. Co., Hastings, Mich. Oil additive and tune-up, gas tank anti-freeze, oil filter cartridges. Aben E. Johnson, pres. and gen. mgr.; Stephenson J. Johnson, exec. vice-pres.; R. E. Wait jr., vice-pres., wks. mgr.; D. A. Siegel, secy.-treas.; Ross R. Dunn, sales mgr.; Byron K. Fletcher, asst. sales mgr.; D. H. Collins, adv. mgr.; Marshall Cook, asst.; H. P. Phillips, chief engr.; Frank B. Cooper, traffic mgr.; C. S. Morey, pur. agt. **Adv. Agcy.**—Keeling & Co., Inc., Indianapolis, Ind. Lowell Stormont, acct. exec.

CATALIN CORP. OF AMERICA, 1 Park ave., New York 17. Laminating varnishes, resins, and styrene molding compounds. H. Krehbiel, pres.; L. Beck, vice-pres.; F. Martin, secy. and treas.; J. Napravnik, wks. mgr.; E. W. Bastian, Western div. sales mgr.; V. Moss, Eastern div. sales mgr.; R. A. Woodard, sales prom. and adv. mgr.; W. J. Miller, chief engr.; M. Rasmussen, pur. age., traffic mgr. **Adv. Agcy.**—Walter Gallagher, 175 Fifth ave., New York.

CATARACT CHEMICAL CO., INC., 90 Rapin Pl., Buffalo 11, New York. Hydraulic brake fluid, special adhesives. S. K. Weil, pres. and gen. mgr.; I. J. Briem, vice-pres.; M. E. Bentley, secy. and pur. agt.; R. Gatland, treas.; E. C. Casper, wks. mgr.; E. W. Mullane, sales mgr.; R. Miller, traffic mgr.; R. H. Wilson, tech. dir.

CEDAR RAPIDS ENGINEERING CO., 902 17th st., N. E., Cedar Rapids, Ia. Valve facing machines, valve seat grinders, valve seat insert tool, cylinder boring machines, line boring machines, piston turning and grinding machines. F. Critz Hahn, pres., gen. mgr.; O. L. Brokaw, vice-pres., sales mgr.; W. M. Deizell, treas.; H. Cedric Hahn, secy.; R. W. Bradley, serv. mgr.; J. C. Falcon, pur. agt. —**Det. Rep.**—William J. Findlay, 3443 Cass ave., Detroit 1.

CELLO PRODUCTS CO., 161 Prescott st., East Boston 28, Mass. Grille guards, rear hinge guards, truck guards, license plate frames, fender guards, wingrails, exhaust extensions. N. C. Raymond, pres.; W. S. Axford, exec. vice-pres.; E. C. Felton, treas.; W. E. Porter, vice-pres. chge. of sales; F. A. Schwer, Cello sales mgr.; R. H. Hanson, asst. sales mgr.; Monroe Cohen, export sales mgr.; A. Cicarelli, chief engr.; T. S. Brown, pur. agt.; L. Wells, traffic mgr. **Det. Rep.**—C. R. Campbell, vice-pres. chge. mfg. sales, 406 Fisher bldg., Detroit. **Adv. Agcy.**—Goulston Co., Boston, Mass.

CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon automotive flock; hair automotive flock; coated papers. J. C. Sutton, pres.; P. L. Flanigan, vice-pres., sales and adv. mgr.; Roy Thoren, traffic mgr. **Det. Rep.**—Lloyd Thiel, Donovan bldg., 2457 Woodward ave., Detroit. **Adv. Agcy.**—Cummings, Brand & McPherson, Rockford, Ill.

CEMCO INDUSTRIES, INC., First National Bank bldg., Galion, O. Split shaft power take-off, hydraulic-lift tailgate, trailer jockey, hoists, mobile machine shops. H. L. Ekin, pres., sales mgr.; Wm. C. F. Bastian, vice-pres.; E. M. Smith, secy., pur. agt.; K. J. Stowe, treas.; Lowell Bourns, adv. mgr. **Adv. Agcy.**—Coleman Todd & Assoc., Mansfield, O. Lowell Bourns, acct. exec.

CENTRAL INDUCTION HEAT TREATING & BRAZING, INC., 5100 Tillman, Detroit 8. Heat treating, annealing, brazing, cyanide hardening, and welding. Rex O. Baubie, pres.; R. L. Nauarre, gen. mgr.. **Det. Rep.**—R. L. Nauarre, 5100 Tillman ave.

CENTRAL MOTOR CO., 906 Austin ave., Waco, Tex. Truck front grille guards and rear bumpers. J. N. Mitchell, pres.; A. N. Mitchell, vice-pres.; F. D. Mitchell, secy., treas., gen. and adv. mgr.; J. A. Lindloff, sales mgr.; Harry Gorman, asst. sales mgr.; A. J. Crow, serv. mgr.; Roy Johns, parts and acc. mgr.

CHAMP-ITEMS, INC., 6191 Maple ave., St. Louis 14, Mo. Replacement parts for cars and trucks. E. H. Mohme, pres.; E. L. Wylie, secy. and treas.; J. G. Meiners, wks. mgr. and pur. agt; Glen Meyer, traffic mgr. **Adv. Agcy.**—Joe Maxwell, St. Louis, Mo. Joe Maxwell, acct. exec.

CHAMPION PNEUMATIC MACHINERY CO., 825 N. Pleasant st., Princeton, Ill. Fred J. Rayfield, pres.; F. J. Embs, secy. and treas.; John B. Pullen, vice-pres. and sales mgr. **Adv. Agcy.**—Van Auken Ragland Co., Chicago, Ill. Ben Caldwell, acct. exec.

CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, pres.; R. A. Stranahan jr., J. F. Lewis, M. C. Dewitt, F. Riddle, Duane Stranahan, vice-presidents; F. D. Stranahan, vice-pres. and treas.; H. B. Speyer, vice-pres. and asst. treas.; T. A. Hill, secy.; B. H. Sibley, wks. mgr.; C. L. Corwin, sales mgr.; O. C. Leighty, sales mgr.; J. F. Lewis, adv. mgr.; F. E. Southard, asst.; H. A. Houston, serv. and traffic mgr.; Howard Vogel, chief engr.; J. F. Lewis, pur. agt. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.**—MacManus, John & Adams, Inc. Detroit, Mich. John R. MacManus, acct. exec.

CHAPMAN MFG. CO., 27530 Telegraph Rd., Flat Rock, Mich. Parts and accessories, front fender stone guards, rear window panels, car door locks, rocker panels and rear quarter panels. George P. Chapman, owner.

CHAR PRODUCTS CO., 1615 Merchants Bank Bldg., 11 S. Meridian st., Indianapolis 4, Ind. Carburizing compounds, annealing carbons, lead pot carbon. P. C. Reilly, pres.; R. J. Wechsler, secy.; J. H. Barnett jr., gen. sales. mgr.; R. J. Bryan, works mgr.; H. R. Horner, chief engr.; S. C. Boyle, pur. agt.; G. E. Nearpass, traffic mgr. **Det. Rep.**—F. W. Faery Co., Maccabees Bldg.

CHARDON RUBBER CO., 6th and Washington aves., Chardon, O. Molded and extruded items, lathe and automatic cut washers, calendered products. V. M. Brediger, pres.; C. L. Shreiner, vice-pres.; R. L. Bostwick, secy.; W. W. Smith, treas.; H. Oplinger, gen. mgr.; B. A. Bican, wks. mgr.; W. G. O'Neill, sales mgr.; G. Williams, chief engr.; D. W. Clarke, pur. agt.; P. B. Trent, traffic mgr. **Det. Rep.**—J. J. Hahn, 2970 W. Grand blvd., Detroit.

CHARM PRODUCTS MFG. CORP., 225 Lafayette st., New York 12, N. Y. Auto keys, auto wallets, license holder, key cases, map holder and all types of leather goods. Edward G. Cole, pres. and treas.; H. R. Clark, vice-pres. and sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass, compression and flared); automotive tube (copper). R. C. Diehl, pres.; B. A. Dean, vice-pres. chge. of sales; Rodney Chase, vice-pres. in chge. of pub. and ind. rel.; R. R. Quay, secy.; J. H. Gilbert, treas.; W. L. Smith, wks. mgr.; E. J. Malvey, adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traffic mgr. **Det. Rep.**—Branch office and warehouse at 14480 Woodrow Wilson ave., Detroit.

CHATHAM MFG. CO., Elkin, N. C. Upholstery fabrics. Albert L. Butler, pres.; Hugh G. Chatham, vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger - Fox Co., New York; office 57 Worth st.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mallman, pres.; G. Creiley, vice-pres. and sales mgr.; G. W. Concklin, vice-pres. and chief engr.; J. Chatillon, secy.; W. W. Williams, treas.; T. Madsen, wks. mgr.; J. M. Barrington, adv. and pub.

(Continued on Page 181)

Who's Who in Auto Industry

(Continued from Page 180)

rel. mgr.; V. D. McCoy, pur. agt. **Adv. Agcy.**—Richards & Gunther, New York, N. Y. P. Faulkner, acct. exec.

CHEFFORD MASTER MFG. CO., INC., 4th and Main sts., Fairfield, Ill. Water pumps, front end suspension parts, clutch bearings, wheel bearings, tie rod ends, king bolt sets, spring shackle sets, hydraulic brake parts, fuel pump kits, water pump kits. E. V. Frankel, pres.; L. A. Blackburn, chmn.; Henri Barre, wks. mgr.; S. J. Somberg, exec. sales mgr.; Ellen Smith, adv. mgr.; C. H. Remmel, div. sales mgr.; Kenneth Sullivan, pur. agt.; H. Krauss, traffic mgr.; Garret M. Bates, pub. rel. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

CHEK-CHART CORP., 31 E. Congress st., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Gordon Glassford, eng. dir.; Robert Mahaffey, edit. eng. dir.

CHELSEA SPRING DIV., Standard Steel Spring Co., Chelsea, Mich. Mechanical springs, formed wire parts, spring clips. L. A. Davisson, gen. mgr.; E. L. Reas, sales mgr.; Audrey Harris, pur. agt.

CHEM-THERM MFG. CO., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thomson, pres. and sales mgr.; Arnold M. Kearns, vice-pres.; Chester C. Shelden, adv. and gen. mgr.; Andrew B. Campbell, works mgr.; Deaderick E. Lee, serv. mgr.; Kathryn L. Conard, traffic mgr. **Det. Rep.**—W. E. Phillips Equipment, 7279 Artesian ave. **Adv. Agcy.** — Frank Barrett Cole Agency, Pasadena, Calif.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors Bldg., Detroit 2. Chevrolet passenger cars and trucks. T. H. Keating, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. J. Scott, gen. mfg. mgr.; W. E. Fish, gen. sales mgr.; E. H. Kelley, chief engr.; G. M. Haley, dir. of pur.; E. F. Gormsen, pur. agt.; W. G. Power, adv. mgr.; C. J. French, nat. dir. of pub. rel.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; O. C. Glover, vice-pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Fender iron, pneu-draulic pump, auto impact wrench, air compressors. W. Luther Lewis, pres., secy., treas.; G. J. Coffey, vice-pres.; T. P. Harris, sales mgr., pneumatic tools; W. W. Tobin, sales mgr.; Frank F. Ward, pur. agt. **Det. Rep.**—W. W. Tobin, 19600 Dale, Detroit 19. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Walter Mulhall, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. John A. Morrissey, pres., gen. mgr.; Herman J. Tonn, vice-pres., chief engr.; E. J. Morrissey, secy., sales mgr.; E. P. O'Malley jr., treas.; A. Joncha, works mgr.; J. A. Rehm, asst. sales mgr.; Ray C. Hudson, adv. & pub. rel. mgr.; W. Shineflug, serv. mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traffic mgr. **Det. Rep.**—M. F. McManus, 5432 Cass ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago, Ill.

CHICOPEE MFG. CORP. OF GEORGIA, Lumite Div., 40 Worth st., New York 13, N. Y. Lumite woven saran fabrics, screening, industrial fabrics. G. O. Lienhard, pres.; J. F. Nicholl, vice-pres.; J. Gibson, secy.; G. C. Riegger, treas.; J. F. Nicholl, gen. mgr.; H. H. Purvis, prod. mgr.; G. H. Day II, gen. sales mgr.; G. V. Atkinson (fabric), W. Volk (screen), sales mgrs.; James W. Veeder, adv. mgr.; Jack Jolly, traffic mgr. **Det. Rep.** — Harold Brown, 2983 E. Grand blvd. **Adv. Agcy.**—Geyer, Newell & Ganger, New York, N. Y. William Mason, acct. exec.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

CHOLDUN MFG. CORP., 331 East st., New Haven, Conn., Sales Office and Factories. Equipment: pressure purger, oil merchandiser, "auto-magic" car washer, fuel system analyzer. Chemicals; purgite, heavy-duty purgite, stop rust, purple magic, white magic. H. H. Charles, pres.; D. Oles, vice-pres., chge. of prod.; H. Dunn, secy., chge. of pur.; E. Heyman, gen. sales mgr.; W. Rocklen, asst. sales mgr.; R. Papot, field serv. mgr. **Adv. Agcy.**—Coral Adv. Agency.

CHRYSLER CORP., 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto and Chrysler passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Oilite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment, including medium and heavy tanks, tank engines, jet aircraft engines, major airplane assemblies, airplane propellers, range finders and special military engineering work. K. T. Keller, chmn. of the bd.; L. L. Colbert, pres.; B. E. Hutchinson, vice-pres. and chmn. of the finance com.; H. L. Weckler, vice-pres. and gen. mgr.; A. vanderZee, vice-pres.; Nicholas Kelley sr., vice-pres.; G. W. Troost, vice-pres, and compt.; James C. Zeder, vice-pres. and dir. of engrg. and research; H. A. Davies, treas.; Nicholas Kelley jr., secy.; James Cope, asst. to the president; C. J. Snyder, operating mgr.; I. T. O'Brien, assistant to gen. mgr. in chge. of subsidiary operations; Craig Keith, asst. treas.; F. W. Misch, asst. comptroller; K. M. Eyestone, asst. secy. Directors: K. T. Keller, chmn.; James C. Brady, Carl Breer, Waddill Catchings, Walter P. Chrysler jr., L. L. Colbert, George W. Davison, Joseph M. Dodge, Byron C. Foy, B. E. Hutchinson, W. Alton Jones, Nicholas Kelley sr., Owen R. Skelton, Harold E. Talbott, Juan T. Trippe, G. W. Troost, L. A. VanBomel, A. vanderZee, Herman L. Weckler, James C. Zeder. Finance committee: B. E. Hutchinson, chmn.; Waddill Catchings, L. L. Colbert, George W. Davison, Joseph M. Dodge, W. Alton Jones, K. T. Keller, Harold E. Talbott, Juan T. Trippe. Operations committee: C. E. Bleicher, L. L. Colbert, James Cope, H. A. Davies, D. S. Eddins, B. E. Hutchinson, C. L. Jacobson, K. T. Keller, Nicholas Kelley sr., Nicholas Kelley jr., F. J. Lamborn, H. R. Matheny, W. C. Newberg, I. T. O'Brien, Joseph Pfeiffer, L. J. Purdy, T. J. Ross, D. A. Samson, C. J. Snyder, C. B. Thomas, G. W. Troost, A. vanderZee, D. A. Wallace, H. L. Weckler, J. C. Zeder, Inez B. Hooper, operations com. secy. Paul Smith, chief local atty.; R. W. Conder, dir. of ind. rel.; J. D. Leary, dir. of labor rel.; W. J. Simons, dir. of pensions and group insurance; M. T. O'Donnell, staff master mechanic; W. C. Flaherty, chief statistician; H. J. Dunn, gen. prod. mgr.; Joseph Pfeiffer, dir. of pur.; John Amiss, dir. of ind. education; N. J. Brennan, dir. of traffic; V. E. Blue, dir. of personnel; J. J. Prendergast, M.D.; medical dir.; Ben Gunner, commissioner of plant protection; P. B. Hopkins, gen. serv. mgr.; H. J. Cook, dir., Chrysler Conference of Business Management; L. R. Baker, dir., Chrysler Institute of Engineering; J. B. Meakher, editor, Chrysler Motors magazine; Kelley, Drye, Newhall and Maginnes, of New York, gen. counsel; Touche, Niven, Bailey & Smart, auditors; Ivy Lee and T. J. Ross, New York and Detroit, pub. rel. counsel. **Adv. Agcys.**—N. W. Ayer & Sons, Philadelphia and Detroit; Ruthrauff & Ryan, New York City and Detroit; McCann-Erickson, New York City and Detroit.

CHRYSLER CORP. OF CANADA, LTD., Chrysler Center; postal address: Box 60, Windsor, Ont. Plymouth, Dodge, DeSoto and Chrysler passenger cars, Dodge and Fargo trucks and trucks for military use. E. C. Row, pres. and gen. mgr.; K. Crittenden, vice-pres. and operating mgr.; E. W. Knevals, secy. and treas.; J. C. McGuire, gen. sales mgr. (Chrysler-Plymouth-Fargo div.); A. J. Shaw, gen. sales mgr. (Dodge, DeSoto, Dodge Truck div.); J. H. Hickey, gen. parts and serv. mgr.; C. T. Smith, dir. of truck sales and fleet sales mgr.; H. J. G. Jackson, adv. mgr.; R. J. Jones, gen. pur. agt.; W. E. McGraw, chief engr. **Adv. Agcy.**—Walsh Advertising Co., Ltd., K. G. Anderson, vice-pres. and gen. mgr.

CHRYSLER DELAWARE TANK PLANT, CHRYSLER CORP., Newark, Del. Medium and heavy tanks for U. S. Army Ordnance. Robert T. Keller, gen. mgr.; J. F. Kerigan, wks. mgr.; D. Brown, chief engr.; C. F. Vandekerck, master mechanic; I. J. Minnet, plant engr.; G. H. Stover, planning supt.; M. B. Porter, gen. mgr.'s staff.

CHRYSLER DIV., CHRYSLER CORP., 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars, tank engines and other military equipment. D. A. Wallace, pres.; E. C. Quinn, vice-pres. and gen. mgr.; J. A. O'Malley, vice-pres. and gen. sales mgr.; A. M. Fleming, vice-pres. in chge. of mfg.; F. A. Wunderlich, gen. wks. mgr.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; R. H. Appleman, asst. gen. sales mgr.; J. T. Condon and J. H. Howard, sales executives; J. G. Rhein, dir. of distribution; F. E. Van Halteren, dir. of serv.; S. J. Tompkins, chief engr.; John Caron, dir. of adv.; E. A. Batchelor, pub. dir.; R. S. Bright, New Orleans plant gen. mgr. **Adv. Agcy.**—McCann-Erickson, Inc., 3546 Penobscot bldg., Detroit, Mich. J. R. Barlow, acct. exec.

CHRYSLER EXPORT DIV., CHRYSLER CORP., 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks; Airtemp air conditioning heating and cooling equipment; marine and industrial engines; Oilite powdered metal products; MoPar parts and accessories. C. B. Thomas, pres.; Nicholas Kelley jr., vice-pres.; E. W. Salley, secy. and treas.; F. W. Misch, compt.; W. H. Welch, operating mgr.; P. K. Hills, sales mgr.; K. H. Kingsley, gen. works mgr.; R. L. Shaffran, gen. serv. mgr.; G. B. Fraumann, gen. parts mgr.; L. W. Krass, gen. traffic mgr.; J. P. Cummings, resident engr.; W. B. Chapoton, adv. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. Harry G. Moock jr., acct. exec.

CHRYSLER MOTORS, LTD., AND DODGE BROS. (BRITAIN), LTD., Mortlake Rd., Kew Gardens, Surrey, England. Plymouth, Dodge, DeSoto and Chrysler cars and Fargo trucks. Benjamin King, chmn. of bd.; W. W. Wallace, managing dir. (Dodge Bros.); F. H. Orpin, secy.; W. E. Bunstead, serv. mgr.; C. Elliott, chief engr.; Whinney, Smith & Whinney, auditors; Slaughter & May, solicitors.

CHRYSLER MOTORS PARTS CORP., Div. of Chrysler Corp., 6533 E. Jefferson ave., Detroit 31, Mich. Automobile, truck and military vehicle service parts. C. L. Jacobson, pres.; Nicholas Kelley jr., vice-pres.; T. E. Waterfall, vice-pres. and gen. mgr.; J. O. Huse, vice-pres. and sales mgr.; L. R. Murphy, secy.-treas.; F. W. Misch, compt.; N. I. Farley, administrative asst.; Lee Lewis, operating mgr.; A. J. Kotcher, Marysville parts plant mgr.; Ralph Brosius, Newark, Del. parts plant mgr.; G. R. Neville, San Leandro, Calif. parts plant mgr.; W. T. Hein, Atlanta, Ga., parts plant mgr.; A. V. Ferris, Kansas City, Kans., parts plant mgr.; L. C. Wright, McKinstry st. plant supt.; L. W. Piot, adv. and sales prom. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. Al Bowles, acct. exec.

CINCINNATI MILLING AND GRINDING MACHINES, INC., 4701 Marburg ave., Cincinnati 9, O. Milling machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, hardening machines, Cimcool. F. V. Geier, pres.; W. W. Tangeman, vice-pres, and gen. mgr.; S. E. Bergstrom, vice-pres.; P. Cone, secy.; F. M. Angevin, treas.; L. Nenninger, wks. mgr. and chief engr.; C. M. Beach, sales mgr.; C. M. Reesey, adv. and sales prom. mgr.; M. Gillie, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traffic mgr.; H. Ewig, pub. rel. mgr. **Det. Rep.**—J. Baldez, mgr. Cincinnati Milling and Grinding Machines, Inc., 24100 N. Woodward ave, Pleasant Ridge, Mich. **Adv. Agcy.**—Jaap Orr Co., Cincinnati, O. Harry Jaap, acct. exec.

CINCINNATI TOOL CO., 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. M. Hargrave, pres.; J. A. Gardner, vice-pres, and secy.; H. M. Wessendorp, treas.; B. J. Weiss, wks. mgr.; J. A. Gardner, sales mgr.; D. L. Farmer, chief engr.; R. C. Rinschler, pur. agt.; C. E. Hoffman, traffic mgr. **Det. Rep.**—J. M. Reynolds (factory). **Adv. Agcy.**—The Bohnett Co., Cincinnati, O. George Fahrer, acct. exec.

(Continued on Page 182)

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Who's Who in Auto Industry

(Continued from Page 181)

CITIES SERVICE OIL CO. (DEL.), 20 N. Wacker dr., Chicago, Ill. Gasoline and lubricating oils. S. B. Irelan, pres.; E. L. Stauffacher, vice-pres.; F. B. Plank, secy.; Lloyd Lynd, treas.; C. A. Willis, sales mgr.; B. F. Farwig and H. F. Jones, asst. sales mgrs.; A. N. Haenggi, T.B.A. mgr. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CITIES SERVICE OIL CO. (PA.), 70 Pine st., New York 5, N. Y. Gasoline and lubricating oils. H. E. Brandil, pres.; W. W. Willemeyer, vice-pres.; R. A. Cuthbertson, secy.; W. W. Martin, treas.; J. A. Kelley, vice-pres. in chge. of marketing; E. W. Lang, asst. vice-pres. in chge. of marketing; R. C. Keck, adv. mgr.; E. G. Hirleman, T.B.A. mgr.; P. C. Boyd, mgr. lubricant sales. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CLAPP MFG. CO., E. D., Genesee st., Auburn, N. Y. Drop forgings. E. D. Clapp, pres.; H. W. Clapp, vice-pres.; W. R. Steele, secy., gen. and works mgr.; J. D. Hutchinson, treas., sales and traffic mgr.; E. A. Clapp, asst. treas.; George Diehl chief engr.

CLARK EQUIPMENT CO., 324 E. Dewey ave., Buchanan, Mich. Axles, housings, transmissions, industrial fork trucks and towing tractors, gas and electrical powered hand trucks, railway trucks, gears and forgings. George Spatta, pres.; C. H. King, E. M. Schultheis, J. G. Mack, W. E. Schirmer, F. Habicht, L. L. Lyon, vice-presidents. **Adv. Agcy.**—Gebhardt & Brockson, Inc., Chicago, Ill.

CLARK EQUIPMENT CO., Industrial Truck Div., Battle Creek, Mich. Gas and electric battery powered fork trucks; gas and electric battery powered hand trucks; industrial towing tractors. George Spatta, pres.; W. E. Schirmer, E. M. Schultheis, C. H. King, J. G. Mack, F. Habicht, L. L. Lyon, vice-presidents; G. E. Arnold, secy-treas.; Vine W. Cooke, industrial coordinator. **Det. Rep.**—Materials Handling Sales Corp., 6520 Cass ave., Detroit. **Adv. Agcy.**—Gebhardt & Brockson, Inc., Chicago, Ill. E. A. Gebhardt, acct. exec.

CLAYBORNE MFG. CO., 2615 S. Michigan ave., Chicago 16, Ill. Engine run-in dynamometers, cabinet degreasers and cleaners, tire removers. N. F. Clayborne, pres., gen. and wks. mgr.; I. L. Clayborne, secy.; T. A. Griffin, treas.; L. H. Tencate, chief engr.

CLAYTON MFG. CO., 401 N. Temple City blvd., El Monte, Calif. Vapor cleaning machines, chassis and engine dynamometers, steam generators, solvents and cleaning compounds. William Clayton, pres.; E. S. Chapman, vice-pres.; J. E. St. Clair, secy.-treas.; E. M. Barrett, wks. mgr.; J. A. Cortright, gen. sales mgr.; E. N. Moon, asst. gen. sales mgr.; W. O. Merritt, sales mgr., Dynamometer div.; Leo Hoban, sales mgr., Kerrick div.; John Billman, sales mgr., steam div.; C. L. Pfeiffer, adv. mgr.; Jack Moore, traffic mgr.; William S. Porter, serv. mgr.; Perry Arant, chief engr.; Rowland Mackey, pur. agt. **Det. Rep.**—Howard L. Legg, 4620 Oakman blvd., Detroit 4. **Adv. Agcy.**—Franklin Assoc., 2022 S. Mesa st., San Pedro, Calif. E. Fred Franklin, acct. exec.

CLEVELAND CHAIN & MFG. CO., Broadway and Henry st., Cleveland 5, O. Tire chains, tow chains, accessories. R. L. Round, pres.; J. W. Dickey, gen. mgr.; Leroy Dick, plant supt.; E. L. Akerley, asst. sales mgr.; W. Fuller, pur. agt. **Det. Rep.**—Quigley & Milke, Inc., 7-133 General Motors bldg. **Adv. Agcy.**—Belden & Hickox, Cleveland. Frank E. Belden, acct exec.

CLEVELAND GRAPHITE BRONZE CO., 17000 St. Clair ave., Cleveland 10, O. Bearings, bushings and washers. Ben F. Hopkins, chmn. of bd.; J. J. McIntyre, vice-chmn. of bd.; James L. Meyers, pres.; Carl W. Johnson, senior vice-pres.; Charles A. Dilley, secy.; John W. Dixon, exec. vice-pres.; William G. Laffer, vice-pres., mgr.; L. W. Christenson, vice-pres., engrg.; R. Z. Oswald, vice-pres., replacement sales; M. A. Young, vice-pres., personnel; C. A. Williams, sales mgr.; R. E. Mooney, dist. sales mgr., Ohio sales dist.; A. E. Gibbs, dist. sales mgr., Chicago sales dist.; Drew McKenna, dist. sales mgr., New York sales dist.; A. G. Mould, dir. of pur.; P. W. Love, asst. pur. agt.; E. A. Warren, traffic mgr. **Det. Rep.**—W. D. Cowgill, General Motors bldg., Detroit 2. **Adv. Agcy.**—Edward Howard & Co., Cleveland, O.

CLEVELAND GRAPHITE BRONZE CO., Replacement Sales Div., 6545 Carnegie ave., Cleveland 3, O. Clutch plates, small clutch parts, king pin sets, shackles, spring bolts and bushings, front wheel suspension parts, tie rods and drag links, engine bearings. R. Z. Oswald, vice-pres., replacement sales; A. M. Currier jr., gen. sales mgr.; C. R. Wight, sales mgr., Spec. mkts.; R. H. Wickersham, sales mgr., N.A.P.A.; John F. Moriarty, sales prom. mgr.; Kenneth M. Leighton, serv. mgr. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O. John F. Davis, acct. exec.

CLEVELAND PNEUMATIC TOOL CO., THE., Automotive Div., 7630 Broadway, Cleveland 5, O. Transmission jack, safety jack for trucks and buses, tractor wheel adjustor. S. S. Mullin, pres.; Ogden Ashley, secy. and treas.; Roger O. Bay, sales mgr.; W. A. Owen, pur. agt.; E. L. Oldham, adv. mgr. **Adv. Agcy.**—R. T. Brandt, Inc., Keith bldg., Cleveland, O. Phil Linne, acct. exec.

CLEVELAND STEEL PRODUCTS CORP., 7306 Madison ave., Cleveland 2, O. Universal joints, propeller shafts, screw machine products, stampings, oil and gas burners, oil and gas warm air furnaces, oil boilers, oil fired water heaters. W. J. Smith, pres., gen. mgr.; A. G. Singler, W. W. Slaght, W. J. Smith jr., vice-presidents; N. F. Kaplan, secy.; J. H. Seager, treas.; J. P. Cole, wks. mgr.; H. A. Cutting, sales mgr., automotive div.; R. A. Hart, prod. mgr.; L. F. Dienst, adv. and sales prom. mgr.; W. W. Slaght, chief engr.; C. V. Banwell, pur. agt.; T. Novotny, traffic mgr. **Det. Rep.**—H. A. Cutting, 626 New Center bldg.

CLIMAX MOLYBDENUM CO., 500 Fifth ave., New York 36. Molybdenite concentrate, pure molybdic oxide, lubricant and anti-seizing compound, thermite molybdenum, technical molybdic oxide, ferromolybdenum. Arthur H. Bunker, pres.; C. M. Loeb jr., in chge. of metallurgical development; Weston Thomas, treas.; Lester A. Cowan, secy. **Det. Rep.**—V. A. Crosby, 624 Fisher bldg. **Adv. Agcy.**—Rowlinson - Broughton, 2 Mosley st., Manchester 2, Eng.

CLINTON PRODUCTS CO., Clinton, Mich. Auto creepers, mechanic's seat and tray, mechanic's seats casters, luggage carriers, truck steps. Fred R. Geiger, pres. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

CLINTON SPRAY WAX CORP., 3651 W. Albion ave., Lincolnwood 45, Ill. Spray wax, cleaner-polish, beauty-buff. Joseph L. Kozak, pres. and gen. mgr.; Earle J. Kozak, wks. mgr. **Adv. Agcy.**—R. J. Skala Co., 608 S. Dearborn st., Chicago 5.

CLOYES GEAR WORKS, INC., 17214 Roseland rd., Cleveland 12, O. Silent and metal timing gears, timing chain sprockets, roller sprockets, industrial gears. H. C. Stebbins jr., pres., sales mgr.; Thomas B. Cloyes, treas.; Charles V. Laslo, works mgr.

COATS LOADERS & STACKERS, INC., 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.** — Fairall & Co., Des Moines, Ia.

COGSDILL TWIST DRILL CO., Box 97, College Park Station, Detroit 21, Mich. Twist drills, reamers, combination drill and counter sinks, counterbores, end mills and kindred cutting tools. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres. and in chge. of sales; Frank A. Cogsdill, vice-pres.; Gertrude Bennett, secy.-treas.; P. C. Satterthwaite, works mgr.; William D. Walters, chief engr.; E. Petzke, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich.

COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; C. A. Akeson, works mgr.; Carroll J. Kadlec, sales mgr.; James Burns, pur. agt. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P.O. Box 67, Kensington Station). **Adv. Agcy.**—Franklin Advertising Service, Boston, Mass. M. B. Summerfield, acct. exec.

COLLINS & AIKMAN CORP., 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. A. R. Jube, pres.; W. F. Bird, vice-pres.; Mark Z. McGill, secy.; Charles A. Willon, treas.; P. B. Baldwin, vice-pres., sales and merch.; J. Weemhoff, gen. sales mgr.; B. A. Alexander, adv. mgr.; Karl F. Hesley, serv. mgr.; Frank P. Butler, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. John Nanovic, acct. exec.

COLORADO FUEL AND IRON CORP., Wickwire Spencer Steel Div., 575 Madison ave., New York 22, N. Y. Starter springs, clutch springs, valve springs, pedal release spring, tire chain adjusters, cross chain repair links, heater hose clamps, wire assortment (spools and mechanic's wire coils). A. F. Franz, pres.; Franklin Berwin, vice-pres.; D. C. McHrew, secy.; H. C. Crout, treas.; H. C. Allington, gen. mgr.; E. J. Byrnes, automotive sales mgr.; L. A. Watts, asst. sales mgr.; R. W. Brown, eastern adv. mgr. **Det. Rep.**—Wickwire Spencer Steel div., 1915 National Bank bldg., Detroit 26. **Adv. Agcy.**—Doyle, Kitchen & McCormick, 501 Fifth ave., New York, N. Y. H. B. Doyle, acct. exec.

COLORGLO PRODUCTS, INC., 109 N. Newlin ave., Whittier, Calif. Automobile polishes, waxes, cleaners, film remover, tire paint concentrate, rubber dressing, white sidewall cleaner, auto wash, glass cleaner, glaze sealer, polishing compound. Charles Saunders, pres., gen. mgr., treas., adv. mgr.; George S. Hanson, vice-pres.; Miss Gertrude Gilbert, secy.; Carl S. Lanier, works mgr.; George S. Hanson, sales mgr.

COLTON CO., ARTHUR, Div. of Snyder Tool & Engrg. Co., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; Harvey Purdy, asst. secy.; Samuel D. Harrison, asst. treas.; Nelson Carman, dir. of customer service; Wallace Doepel, asst. sales mgr.; Leo Gajda, chief engr. **Adv. Agcy.**—Clark & Richerd, Inc., Detroit. John Dow, acct. exec.

COLUMBIA WOVEN PLASTICS, INC., 118 E. 28th st., New York 14. Woven plastic fabric. Harold Davis, pres.; Morris H. Trifon, adv. and sales mgr.

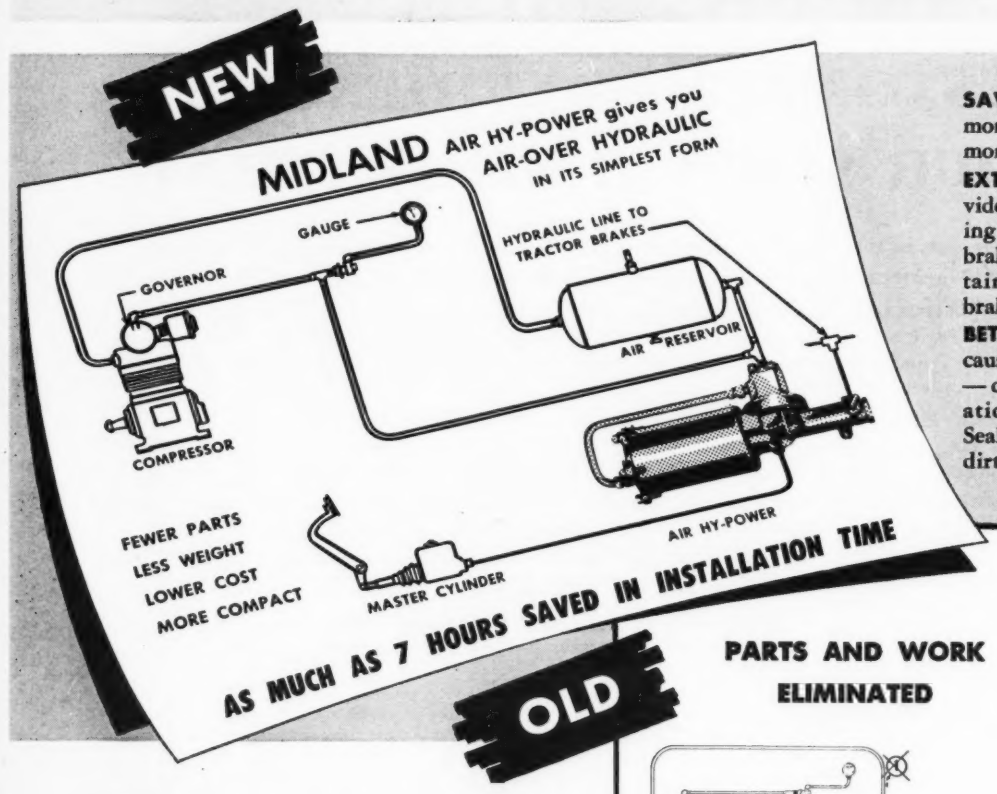
COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing

(Continued on Page 184)

SIMPLER AIR BRAKE INSTALLATION

WITH MIDLAND AIR HY-POWER GIVES YOU

EXTRA SAVINGS... EXTRA SAFETY... BETTER BRAKE CONTROL...



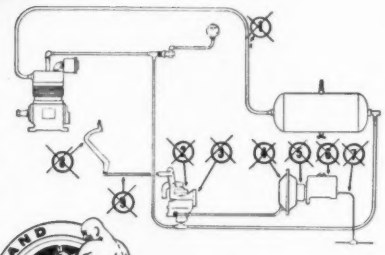
SAVES installation time and money because of fewer parts and more compact, simpler design.

EXTRA SAFETY because it provides "pedal feel" for exact braking action . . . you know when brakes need adjustment . . . retains full original hydraulic brake operation *in reserve.*

BETTER BRAKE CONTROL because of directly applied power — dependable year 'round operation, regardless of weather. Sealed protection from water, dirt and corrosion.

OLD

PARTS AND WORK ELIMINATED



No installation of:
(1) remote governor
(2) treadle valve
(3) brake valve bracket
(4) brake chamber
(5) chamber bracket

No relocating of
(6) master cylinder

No change in
(7) hydraulic brake control system

No modification of
(8) brake pedal

No connecting linkage
(9) foot brake valve

MIDLAND REPAIR KITS
Contain genuine parts necessary for a thorough rebuild job.

MIDLAND INSTALLATION KITS
Contain all parts required for complete air or vacuum Power Brake installation on your truck, tractor or trailer.

FACTORY REBUILT EXCHANGE UNITS Original equipment guarantee. Factory-rebuilt to operate like new units. Secure them through your Midland distributor.

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6660 MT. ELLIOTT AVE. • DETROIT 11, MICH.
Export Department: 38 Pearl Street, New York, N. Y.

Those who know Power Brakes choose MIDLAND

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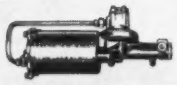
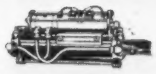

POWER BRAKE EQUIPMENT

AUTOMOBILE AND TRUCK FRAMES


BUS DOOR CONTROLS

250 Service Organizations To Serve You Wherever You Are

AROUND THE CLOCK AROUND THE WORLD

Signs of a Leading Automotive Market

Readers of The Milwaukee Journal spent $140,000,000 for 61,000 new autos in 1951

MILWAUKEE has one auto for every 3.7 persons.

95% of all new car buyers in Milwaukee county read The Milwaukee Journal

The Milwaukee Journal published more advertising in 1951 than any other newspaper or any publication in the world.

In automotive advertising volume, The Milwaukee Journal has been among America's top five newspapers in each of the last three years.

The Milwaukee Journal publishes more COLOR advertising than any other newspaper in America. Ask to see the dramatic adaptation of your magazine color plates in The Journal.

Get the NEW AUTOMOTIVE FACTS in the 1952 Milwaukee Journal Consumer Analysis—car ownership; brand preference for spark plugs, gas, oil, tires, antifreeze and where cars are taken for repairs.

The Milwaukee Journal

NATIONAL REPRESENTATIVES, O'MARA & ORMSBEE, INC.

Who's Who in Auto Industry

(Continued from Page 182)

chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, works mgr.; R. E. Gerspacher, sales and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; E. Lannon, traffic mgr.; Paul Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, furniture, stationery, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss jr., secy.; H. L. Wohlstadter, gen. mgr.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traffic mgr. and pur. agt. **Eastern Div.,** 1148 S. Negley, Pittsburgh 17, Pa. W. G. Fischer, Rep. **Adv. Agcy.**—Seearcee Adv. Corp., St. Louis, Mo. P. A. M. Webster, acct. exec.

COMMERCIAL CREDIT CO., 14 Light st., Baltimore 2, Md. Sales finance, insurance and manufacturing. Alexander E. Duncan, chmn. of bd.; E. C. Wareheim, pres.; H. B. Mathews, Charles J. Zimmerer, Edmund L. Grimes, exec. vice-presidents; Frank M. Nicodemus, Henry A. Cherry, Paul M. Millians, LeBaron Willard jr., James P. Taylor, Thomas A. Duncan, James W. Newman, vice-presidents; Berthold Muecke, secy.; William L. Gardiner, treas.; Edmund L. Grimes, controller; Michael Sheehan, adv. and sales prom. dir.

COMMERCIAL FILTERS CORP., 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels and lubricants and compressed air, filter tubes. Merrill G. Hastings, pres.; Robert L. Fielding, vice-pres., sales and gen. mgr.; Henry B. Ahlberg, wks. mgr.; John M. Colonas, chief engr.; Alan Riley, pur. agt.; John A. Hurley, traffic mgr. **Det. Rep.**—N. R. Kerns Co., 7635 E. Jefferson ave., Detroit 14, Mich.

COMMERCIAL RESEARCH LABORATORIES, INC., 20 Bartlett ave., Detroit 3, Mich. Testing equipment for the automobile and aircraft industries, including: Flowmeters, air, fuel and coolant; Flowmeter calibrating stands, direct weighing method; engine indicators, direct and electronic; vibration analyzers, recording and indicating. Claude E. Cox, pres.; Cashan P. Head, vice-pres.; H. J. Faull, secy.-treas.; A. W. Brueckner, chief engr.; N. H. Haake, pur. agt.

COMPCO CORP., 2251 W. St. Paul ave., Chicago 47. Nodraft deflectors, hood ornaments, radiator ornaments, tissue dispensers, dash-fences. S. J. Zagel, pres.; L. G. Zagel, vice-pres.; J. Kaufman, wks. mgr.; F. L. Eastman, chief engr.; Ray Walsh, pur. agt.

CONNECTICUT TELEPHONE & ELECTRIC CORP., 70 Britannia st., Meriden, Conn. Electrical components, switches, relays, ignition parts, connectors, directional signals. R. T. Dunlap, pres.; H. B. Randall, vice-pres., sls. mgr., adv. mgr.; C. A. Cunneen, secy.; H. R. Ray, treas.; H. A. Hafner, works mgr.; J. A. Mulanaphy, asst. sales; N. J. Rabiecki, asst.; W. R. Curtiss cf. engr.; John T. Nicholson, pur. agt. **Det. Rep.**—R. B. Harper, 814 Fisher bldg. **Adv. Agcy.**—Hugh Graham Assocs., 10 Arcade, New Britain, Conn.

CONSOLIDATED DIESEL ELECTRIC CORP., Ludlow and Canal sts., Stamford, Conn. Diesel engine generating sets, switchgear, pumping units, floodlight units, trailer mounted engine generator sets. Norman I. Schafler, pres.; James J. Ward, vice-pres., sls. mgr.; David S. Brady, secy.; Fred Seals, wks. mgr.; Roger C. Winslow, and William Vutz, cf. engrs.; David Lavker, pur. agt.

CONSOLITE CORP., 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc. for door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. H. E. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; Frank Hall, wks. mgr.; R. D. Hetrick, sls. mgr. **Adv. Agcy.**—Ted Witter Adv. Agcy., Canton, O.

CONSUMERS SPECIALTY MFG. CO., 11800 Jos. Campau, Detroit 12. Tool pouch, skuff pads, throw-over covers. S. Jacobs, pres. and sales mgr.; H. Jacobs, vice-pres.; N. Silvers, gen. mgr.; S. Jacobs, sales mgr.; Bob Molner, adv. mgr.

CONTEMPO LUGGAGE CO., 170 5th ave., New York 10. Leather luggage, airplane luggage, brief cases, salesmen's cases, picnic baskets, custom-made luggage, canvas luggage covers. B. J. Rudikoff, D. F. Rudikoff, B. W. Ende, offcers. B. J. Roberts, sales and adv. mgr.; B. W. Ende, asst, sales mgr.

CONTINENTAL - DIAMOND FIBRE CO., Newark, Dela. Timing gears. T. F. Murphy, pres.; J. F. Anderson, vice-pres.; C. H. Hopkins, secy.; H. M. Dexter, sls. mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center Bldg., Detroit 2. **Adv. Agcy.**—Chas. Blum Adv. Corp., Philadelphia, Pa. John Marshall, acct. exec.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane). C. J. Reese, pres. and gen mgr.; Earl C. Ginn, Lewis P. Kalb, T. A. Engstrom, exec. vice-presidents; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Peter Altman, Albert B. Willi, vice-presidents; Frederick H. Faust, secy.; Henry W. Vandeven, treas.; Frank Schwilk (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—Cummings & Hopkins, 1504 Guardian Bldg., Detroit, Mich.

CONTINENTAL RUBBER WORKS, 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, fan belts, radiator hose, shaped hose, sheet rubber. P. H. Henkel, pres., gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; F. R. McCarty, asst. gen. mgr.; H. T. Fowler, sls. mgr.; C. C. Shenk, asst. sls.; Earl Johnson, asst. sls.; William T. Stout, adv. mgr., sls. prom. mgr., pub. rel. mgr.; Henry Kohler, cf. engr.; K. T. Smith, pur. agt.; Paul Berst, traf. mgr. **Det. Rep.**—Clacy McNary, Edw. McNary, Wm. Childe, 13801 Schoolcraft ave. **Adv. Agcy.**—Moss-Chase Co., Buffalo, N. Y. James Farley, acct. exec.

CONVERTO MANUFACTURING CO., Cambridge City, Ind. Dump bodies, hoists. C. R. Golay, pres. and gen. mgr.; Arden F. Collins, vice-pres., gen. sls. mgr.; Don Chaney, cf. engr.; Harry Kuster, gov't sls. **Adv. Agcy.**—Ruben Advertising Agency, Indianapolis, Ind. Gary Ruben, acct. exec.

CORBITT CO., Henderson, N. C. Trucks, truck-tractors, trailers. R. J. Corbitt, chmn. of bd. and gen. mgr.; W. W. Bowers, pres., asst. gen. and sales mgr.; S. T. Peace sr. (inactive), vice-pres., treas.; P. J. T. Rawlins, vice-pres., chge. of engrg. prod.; J. E. Hite, secy.; W. T. White, serv. mgr.; R. G. Burwell, pur. agt.

CORDOMATIC DIV. of Vacuum Cleaner Corp. of America, 1724 W. Indiana ave., Philadelphia 32, Pa. Trouble light reels. B. J. Tamarin, pres.; Adolph Meletti, wks. mgr.; W. Russell Getty, sls. mgr. **Det. Rep.**—A. Rus Wendell Co., 8-254 Gen. Mot. bldg. **Adv. Agcy.**—Harry Feigenbaum Adv. Agcy., Philadelphia, Pa.

CORRUGATED PAPER PRODUCTS, INC., 2233 Utica ave., Brooklyn 34. Corrugated mailing boxes, packaging boxes and parts boxes. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sls. mgr. **Det. Rep.**—C. K. Craig, 3049 E. Grand blvd., Detroit 2, Mich.

CRAWFORD MFG. CO., INC., 3rd and Decatur sts., Richmond 12, Va. Automobile seat covers, wedge cushions, seat pads. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres., sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, works mgr.; J. S. Lewis, asst. sales and adv.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

CRAY-LINCOLN ENGINEERING AND MANUFACTURING CO., Cray Oil bldg., North Walpole, N. H. Automatic engine tender. Carl E. Lincoln, pres., cf. engr.; Robert Lorenz, vice-pres., sls. mgr.; Paul S. Cray, secy., pur. agt., pub. rel. mgr.; Eugene Cray, treas. **Adv. Agcy.**—Phillip McCormick, The Callaway Assocs., 172 Summer st., Boston, Mass.

CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; A. R. Dahlstrom, vice-pres.; W. A. Demers, vice-pres. and factory mgr.; James Sanek, pur. agt.; Maurice Namerow, traf. mgr. **Det. Rep.**—Dan Clifford. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

CREST MFG. CO., 5756 Cass ave. (executive office, 5735 Cass), Detroit 2. Seat covers, textile products. Daniel C. Larkin sr., pres. and treas.; Daniel C. Larkin jr., vice-pres.; Patricia Ann Larkin, secy.; Estelle Morin, asst. secy.; Raymond F. Korreck, gen. prod. mgr., Edgefield, S. C.

CRISTY CHEMICAL CORP., 21 Putnam Lane, Worcester 4, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas., sales mgr.; Albert Maykel, secy.

CRO-PLATE CO., INC., 747 Windsor st., Hartford 5, Conn. Wet-blasting equipment for general surface finishing; hard chrome plating units. Alan W. Brown, pres.; Robert C. Allen, vice-pres., treas.; S. Michael Schatz, secy.; Alan R. Burman, vice-pres., gen. mgr., sls. mgr.; A. P. Sieklucki, wks. mgr.; W. A. Sanderson, asst. sales., adv. mgr., sls. prom. mgr., pub. rel. mgr.; Robert W. Grimes, serv. mgr.; Edward Kirkham, cf. engr.; Howard Turcotte, pur. agt., parts & acc. mgr.; Mrs. H. L. McMullen, traf. mgr. **Adv. Agcy.**—Fairbairn & Co., Inc., 10 N. Main st., W. Hartford, Conn. John Fairbairn, acct. exec.

CROSLEY MOTORS, INC., 2530 Spring Grove ave., Cincinnati 14, O. Automobiles and trucks, commercial engines, marine engines, Farm-O-Road vehicles. Powel Crosley jr., pres., treas.; Lewis M. Crosley, exec. vice-pres.; Stanley E. Kess, secy.; John W. Fearing, asst. treas.; Albert Bruck, wks. mgr.; Cam DeSmet, sls. mgr.; Edward G. Nikoden, com. sls. mgr.; Wayne Van Atta jr., serv. mgr.; Sanford F. Clifton, cf. engr.; Charles Senkbeil, pur. agt.; Norman Hamilton, parts and acc. mgr.; Rod Heenan, traf. mgr. **Adv. Agcy.**—Ralph H. Jones Co., Cincinnati, O. James Nelson, acct. exec.

CROSS CO., 3250 Bellevue ave., Detroit 7, Mich. Machine tools of several types for drilling, reaming, tapping, milling and boring operations. Gear tooth rounding, chamfering and burring machines. Milton O. Cross jr., pres.; Ralph E. Cross, vice-pres., secy., sls. mgr.; Clark Bennett, treas.; Robert B. Read, serv. mgr.; Kurt O. Tech, cf. engr.; J. C. Poole, pur. agt. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit, Mich.

CROWN LUGGAGE CO., INC., 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; T. Neumann, vice-pres.; L. A. E. Wetzler, secy.; L. W. Katz, treas., sls. mgr., adv. mgr.; C. Germaine, wks. mgr.; F. Hudson, traf. mgr. **Det. Rep.**—F. Dorman, 2080 Ewald Circle. **Adv. Agcy.**—Kastor Farrell, Chesley & Clifford, New York. A. Carver, acct. exec.

CRUMP CO., INC., B. T., 1310-34 E. Franklin st., Richmond 13, Va. Seat covers, harness, hassocks. P. A. Seaton sr., chmn. of bd.; William E. Seaton, pres.; Robert H. C. Seaton, secy.-treas.; P. T. Bergheimer, sls. mgr., pur. agt., automotive div.; Meredith Powell, dir. of adv. & sls. prom.

CULVER-STEARNS MFG. CO., 53 Grafton st., Worcester 8, Mass. Electrical equipment—switches, sockets and plugs. R. W. Stearns, pres., gen. mgr.; George Stearns, vice-pres.; J. S. Stearns, secy.-treas., cf. engr.; P. V. Champlin, wks. mgr.; W. J. Hopp, sls. mgr.; George Turmell, pur. agt. **Det. Rep.**—W. J. Hopp, 324 Stephenson bldg.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, vice-pres., gen. mgr.; Carlton H. Winslow, vice-pres., chge. of sales; J. R. Ledwith, mgr. automotive sales. **Det. Rep.**—J. D. Chamberlin, 5-119 General Motors bldg.

CURRAN CORP., S. Canal st., Lawrence Mass. Self-emulsifying and self-scouring solvents, degreaser, carbon and paint stripper. A. F. Curran, pres., treas.,

(Continued on Page 185)

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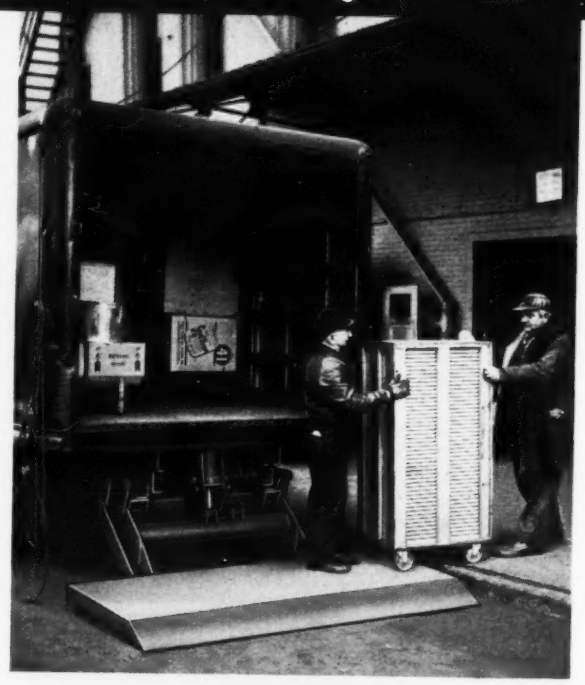
So many truck owners prefer Gar Wood Equipment because their experience and observation have taught them it is superior. And this superiority is no accident. It is the result of improved design, better materials and highest quality construction. Such owner preference is one of the best of all sales helps.



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Who's Who in Auto Industry

(Continued from Page 184)

gen. mgr.; W. J. Scanlan, vice-pres.; L. S. Scott, secy.

CURTIS PNEUMATIC MACHINERY DIV. of Curtis Mfg. Co., 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. W. C. Hecker, pres.; J. D. Lodwick, vice-pres., chge. sales; C. W. Frees, secy.-treas.; A. B. Weininger, wks. mgr.; H. L. Zimmer, adv. and sls. prom. mgr.; W. F. Krenning, cf. engr.; J. A. A. Hecker, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo. R. Lynch, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry Emerson Sloan, pres.; Harry E. Sloan jr., vice-pres.; Fred Fippinger, works mgr.; Harry W. Hultgren, sales & adv. mgr.; John Cunningham, pur. agt.; Edward Lalley, traffic mgr.; William Sullivan, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER CONTROL, INC., 5 Court Square, Long Island City 1, N. Y. Owner follow-up plan; direct mail advertising programs, personal letter campaigns. market analysis and research. Victor Contessa, pres.

CYCLEWELD CEMENT PRODUCTS PLANT, Div. of Chrysler Corp., 5437 W. Jefferson ave., Trenton, Mich. Adhesives, rust preventives and sealers. C. H. Smith, gen. mgr.; K. M. Hayes, wks. mgr.; Ray Weidner, cf. chemist; Harry Morrison, sls. engr.; Richard Tresslar, sls. engr.

D

DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres., pur. agt.; G. E. Johnson, secy., treas.; Elmer V. Lindstrom, supt.; R. A. Boberg, special products div. sales mgr.; Hugo Nicholson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl Bldg., Detroit 26.

DAKE ENGINE CO., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.; Paul A. Johnson sr., treas.; A. F. Green, gen. mgr.; C. Darby, pur. agt.; Harold Poort, chief engr. **Det. Rep.**—H. B. Hazerodt, 426 Ford Bldg., Detroit. **Adv. Agcy.**—Fensholt Co., Chicago, Ill. W. A. Weld, acct. exec.

DAMAR PRODUCTS, INC., 22 Treat pl. Newark 2, N. J. Hang-all auto wardrobe rack. David W. Margulies, pres. **Adv. Agcy.**—Maxwell Sackheim & Co., Inc., New York City. Lester Wunderman, acct. exec.

DANA CORP., 4100 Bannett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, railroad generator drives, frames. C. A. Dana, chmn. of bd.; R. E. Carpenter, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; Wm. Fairhurst, vice-pres., sales and adv.; R. B. Haynes, vice-pres. mfg.; D. D. Robertson, sales mgr.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kiesser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traffic mgr.; C. F. Souder, asst. adv. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. C. A. Kroening, acct. exec.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston), 29, Mass. Gaskets, grommets, arm-rests, weatherstrips, bumpers, channels, extrusions, mounts, packings, tubing, sleeves, strips, washers, etc. L. P. Paul, pres.; H. S. Liddick, vice-pres., tech. dir.; C. L. Newton, secy.; V. P. Burke, treas.; S. P. Turke, vice-pres., gen. mgr.; A. A. Marschat, wks. mgr.; George Brown, cf. engr.; A. S. Blyth, asst. treas.; J. Stack, pur. agt.; A. A. Burlick, traf. mgr.; M. Willson, pub. rel. mgr. **Det. Rep.**—E. J. Ewing, Inc., New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Burke's Associate, Inc., 420 Boylston st., Boston, Mass. John T. Burke, acct. exec.

DAYBROOK HYDRAULIC CORP., 500 Lehman ave., Bowling Green, O. Hydraulic hoists and steel dump bodies, hydraulic power gates (lift gates). L. B. Smith, pres. and treas.; H. O. Day, vice-pres.; Harold A. James, secy.; N. E. Torgersen, works mgr.; L. L. Salsinger, dir. of sales; J. F. McKiernan, sales mgr.; O. N. Essex, chief engr.; W. K. Moon, pur. agt.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, fan belts. A. L. Freedlander, pres.; H. S. Waters, vice-pres., mdse. mgr.; I. Elsbrouch, vice-pres., fld. sls. div.; W. G. Pickrel, secy.; L. V. Baker, treas.; M. H. Clarke, dir. of mfg.; J. Rockoff, vice-pres. in chge. developments; C. D. Bucher, pur. agt.; T. G. Allison, traf. mgr.; R. L. Wetzel, dir. of adv., pub. rel. **Det. Rep.**—F. C. Murray, 636-637 New Center bldg., Detroit 2. Tires: Allman Co., Detroit. Mechanical rubber products and foam rubber: Geyer, Newell & Ganger, Inc.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P.O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres., gen. mgr.; William Walther, vice-pres., works mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; J. M. Morrow, vice-pres., sales; E. L. Miller, chief engr.; H. G. Melia, pub. rel. mgr. **Adv. Agcy.**—Kircher, Helton & Collett, Dayton, O. Collett, acct. exec.

DEALER SERVICE CO., INC., 4135 Brownsville rd., Pittsburgh 27, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.; Robert T. Hinds, vice-pres., chge. of sales; K. M. Bauer, secy.-treas.

DEALERS SUPPLY CO., 21820 Wyoming, Detroit 20, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, parts and service promotions. Walter Myers, pres. and gen. mgr.; W. M. George, sales; Frank Donegan, adv. mgr.; Carl F. Mager, pur. agt.

DEARBORN MOTORS CORP., 2500 E. Maple rd., Birmingham, Mich. Farm equipment. Thomas A. Farrell, pres.; M. D. Hill, vice-pres.; B. A. Best, treas.; G. D. Andrews, vice-pres., chge. of sales; John Zich, tractor and implement sls. mgr.; J. F. Pedder, vice-pres., chge of adv.; Wayne Garber, serv. mgr.; Donald Sawyer, parts sales mgr.; R. E. Hunt, vice-pres., chge. of engrg. and mfg.; I. R. Kappler, vice-pres., chge of pur.; J. J. Dzorni, distribution control mgr.; W. A. Schaich, patent counsel; E. L. Sparrow, dir. of ed.; W. T. Murphy, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Carnegie Hall, Cleveland, O. Worthing Stone, acct. exec., 1253 Penobscot bldg., Detroit.

DeBOER & ASSOCIATES, H. O., Box 415 Lombard, Ill. School, adult and transit buses; cabs for mobile crane carriers. H. O. DeBoer, C. K. Mead, partners. **Adv. Agcy.**—Hopcraft-Keller, Inc., Detroit. H. J. Detterich, acct. exec.

DEFIANCE MFG. CO., INC., 5401 Cahuenga blvd., N. Hollywood, Calif. Keyless locking gas cap, precision screw machine parts. J. H. Duncan, pres., gen. mgr.; Ira L. Thomason, secy.-treas.; Earle P. Durley jr., sls. mgr. **Adv. Agcy.**—The Edwards Agency, Los Angeles, Calif.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, farm bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres., sls. mgr.; J. T. Modloff, vice-pres., prod. mgr. J. E. Murphy, compt.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; L. T. Wilkins, pur. agt.; R. G. Knoll, traf. mgr. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Fractional h. p. electric motors, automotive heater and defroster motors, autosyn and permanent magnet motors, clutch assemblies for automatic pilots, aircraft parts. Paul H. Rutherford, gen. mgr.; Howard C. Jones, wks. mgr.; Andrew C. Freimann, sls. mgr.; H. H. Leonard, equip. sls. mgr.; Stuart J. Rice, sls. and adv. prom. mgr.; Richard T. Reddington, serv. mgr.; Henry C. Rohr, cf. engr.; John L. Carmichael, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.**—Foote, Cone and Belding, Chicago, Ill. E. W. Fish, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; D. R. Matthewson, div. compt.; C. J. Werner, wks. mgr.; I. N. Tilbrook, gen. sls. mgr.; S. A. Bratten, asst. sls. mgr.; adv. mgr.; F. G. Carpenter, serv. mgr.; M. T. Funkhouser, cf. engr.; F. J. O'Donnell, pur. agt.; J. J. O'Donnell, traf. mgr.; H. S. Malone, pub. rel. mgr. **Det. Rep.**—J. R. Lakin, Delco Products Div., 8-213 General Motors bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne E. White, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios. R. L. Showalter (compt.) treas.; B. W. Cooper, gen. mgr.; E. A. Kaegi, wks. mgr.; K. T. Milne, sls. and adv. mgr.; S. W. Archer, serv. mgr.; B. A. Schwarz, cf. engr.; R. Hill jr., pur. agt.; R. O. Bassett, prod. mgr.; Walter M. Wilson, pub. rel. mgr. **Det. Rep.**—M. E. VanSickle, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. Wayne White, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Electrical equipment for automobiles, trucks, buses, farm tractors, airplanes and motor boats, diesel and gasoline engines. H. D. Dawson, gen. mgr.; W. J. Hulse, factory mgr.; A. G. Phelps, gen. sls. and serv. mgr.; P. E. Bardsley, asst. sls. mgr.; Foust Childers, adv. mgr., pub. rel. mgr.; J. H. Bolles, cf. engr.; C. H. Toedtmann, dir. pur. and prod. control. C. R. Moneyhun, pur. agt.; J. W. Peters, traf. mgr. **Det. Off.**—8-217 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne White, acct. exec.

DEL-KROME CORP., Walton, N. Y. Manufacturers of automotive accessories. Herbert Buerger, pres.; W. R. Jones, gen. mgr. Factory representatives—Lloyd Spector, New York; Warren Katz, Atlanta, Ga.; J. W. Lovelady, Fort Worth, Tex.; A. Walt Runglin, Los Angeles, Cal.; J. & H. Sales Co., Chicago, Ill.; R. R. Album, Minneapolis, Minn.; Robt. O. Dickey, Kansas City, Mo.

DELTA CHEMICAL CO., 682 So. Cox st., Memphis 4, Tenn. White sidewall tire cleaner, steamcleaning compound, powdered car wash, carburetor cleaner, concrete cleaner, heavy duty stripper, radiator compound, vat stripper. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alec Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1313 Lake st., LaPorte, Ind. Oil filters and replacement elements. J. S. Allan, pres.; C. N. Bentley, vice-pres.; C. O. VanVactor, chge. of sls.; G. H. Yelinek, cf. engr.; P. C. Newlin, treas.; J. H. Zook, pur. agt.; G. C. Warner, gen. plant mgr.; J. H. Miller, traf. mgr. **Det. Rep.**—T. J. McNaughten, 454 McNaughten rd., Reynoldsburg, O. **Adv. Agcy.**—VanAuken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING CO., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors; special hydraulic equipment. W. C. Denison jr., pres., treas.; F. C. Norris, vice-pres., gen. mgr.; C. A. Hughes, vice-pres., gen. wks. mgr.; N. Denison, secy.; K. E. Hopkins, P. W. Norris, sls. mgrs.; James M. Gallant, adv. mgr.; H. Van Divort, serv. mgr.; V. V. Biasutta, cf. engr.; George T. Hays, pur. agt. **Det. Rep.**—A. C. Haberkorn Machinery Co., 412 New Center bldg., Detroit. **Adv. Agcy.**—Wheeler, Kight & Gainey, Inc., Columbus, O.

DENMAN TIRE & RUBBER CO., 52 Vanderbilt ave., New York 17, N. Y. Camelback, rubber products for textile industry. Gene Tunney, chmn. of bd.; Wilson B. McCandless, pres.; J. J. Smith, vice-pres.; Charles R. Little, treas.; R. E. Little, secy.; Herbert Dannett, asst. secy.

DeSOTO DIV., Chrysler Corp., 6000 Wyoming ave., Detroit 31, Mich. Passenger cars and jet engine afterburners. C. E. Bleicher, pres., gen. mgr.; J. B. Wagstaff, vice-pres., chge of sales; L. I. Woolson, vice-pres., chge of mfg.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; B. J. Meldrum, cf. engr.;

(Continued on Page 186)

GarWood Equipment

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Who's Who in Auto Industry

(Continued from Page 185)

R. M. Rowland, sls. mgr., west. div.; A. B. Nielsen, sls. mgr., east. div.; E. W. Brown, dir. of distribution; Paul Herpolsheimer jr., nat'l field supvsr.; R. W. Utley, dir. of serv.; K. H. Bronson, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, New York City. Robert E. Anderson, acct. exec.

DETREX CORP., 14331 Woodrow Wilson, Mail: Box 501, Detroit 32, Mich. Degreasers, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., pres.; C. F. Dinley sr., vice-pres., engrg. and research; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; J. D. Hamacher, factory supt.; A. O. Thalacker, vice-pres., gen. mgr.; L. Camel, sls. mgr., ind. div.; W. F. Newbery, dir. of sales; H. R. Norgren, sls. mgr. Drycleaning div.: G. W. Walter, adv., sls. prom. mgr.; H. Tweedy, serv. mgr.; T. J. Kearney, cf. engr.; W. G. Smith, pur. agt.; O. Hoffman, asst.; L. Straley, traf. mgr.; W. I. Tebo, defense contracts mgr. **Det. Rep.**—D. E. Williard, P. O. Box 501, Detroit 32. **Adv. Agcy.**—C. M. Gray & Assoc., Detroit, Mich. C. M. Gray, acct. exec.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, NoSPIN differentials, Load-Booster third axles, truck equipment. S. F. Baker, pres., gen. mgr.; V. L. Anderson, vice-pres., secy.-treas.; Albert F. Myers, cf. engr.; R. Dickson, pur. agt.; A. Hesla, plant supt. **Adv. Agcy.**—Clark & Rickerd Inc., Detroit, Mich. C. E. Rickerd, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, Walter E. Ritter, Lloyd H. Diehl jr., vice-presidents; Edward W. Diehl, secy., treas.; Russell A. Blanchard, sales adv. and sales prom. mgr.; Charles H. Strauss, pur. agt.; Herbert H. Doolittle, works mgr.; Lester C. Markhoff, bus. mgt. dir.; Frank Brady, pub. rel. mgr. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich.

DETROIT GEAR DIV., Borg-Warner Corp., 12345 Kercheval aye., Detroit 14, Mich. A. J. McAllister, pres.; H. H. Whittingham, vice-pres.; J. E. Foley, prod. engr.; Roy Walters, secy.-treas.; E. E. Leitner, factory mgr.; J. B. Bragaw, sls. mgr.; H. A. Jewell, dir. of pur.

DETROIT GRILLE MFG. CO., 258 E. Vernor, Detroit 1, Mich. Replacement automobile parts, accessories, radiator grilles, trimming, stampings. Samuel Gurwin, pres.; Karol Jakubiszyn, vice-pres.; Stephen Lamprecht, secy.; Max Rubin, works mgr.; Samuel Gurwin, sales mgr.

DETROIT HARVESTER CO., 2550 Guardian bldg., Detroit 26, Mich. Window regulators, channels, automobile hardware, hydraulic window, seat and top controls, convertible top frame assemblies, power take offs, farm mowers, highway mowers, hay rakes and miscellaneous machined parts. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; N. H. Preble, vice-pres.; A. T. Joldersma, treas.; R. Ryan, compt.; J. T. Gallatin, vice-pres., chge of automotive sales; J. R. Donahue, secy., chge. adv. and implement sales; J. B. Ellsworth, vice-pres., mgr. of Detroit div.; F. G. Peters, pur. agt. of Detroit div.; R. Hohman, mgr. of Dura div. in Toledo, O.; H. E. McKinnon, pur. agt. of Dura div.; C. Kuschel, mgr. Motor State Products div., Ypsilanti, Mich.; J. Farris, pur. agt. Motor State Products div.; J. J. Brooks, mgr. implement div., Zanesville, O. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich.

DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. F. J. Martin, pres.; A. S. Watson, exec. vice-pres., sales mgr.; R. W. Fleming, vice-pres.; T. R. Fleming, asst. treas.; B. A. Hinman, secy.; V. A. Fulton, asst. sales mgr.; S. E. Schneider, adv. mgr.; J. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

DETROIT MASTER PROD. CO., 16490 Woodward, Detroit 3. Automotive body hardware. Louis B. Dizik, pres.; Bud Grahm, vice-pres., sls. mgr.; B. L. Dizik, secy.-treas.

DETROIT PRESSED STEEL DIV., Midland Steel Products Co., 6660 Mt. Elliot ave., Detroit 11, Mich. Automotive chassis frames, power brake equipment, vacuum and air, door operating equipment for buses, tube products, weld nuts, automotive stampings, heavy and light; miscellaneous stampings, heavy and light. E. J. Kulas, pres.; W. A. McKinley, exec. vice-pres.; D. S. Greer, vice-pres., treas.; J. W. Reavis, secy.; J. R. Almond, wks. mgr.; E. Almdale, vice-pres., chge of prod.; A. E. Kerckhoff, pur. agt. (Cleveland, O.); E. C. Lang, sls. mgr. (frame div); H. E. Schach, sls. mgr. (power brake div.); H. E. Wright, serv. mgr. (power brake div.); I. R. Dedow, Detroit pur. agt. (power brake div.); L. R. Enix, traf. mgr.; G. D. Davis, pub. rel. mgr. **Adv. Agcy.**—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas., gen. sales and adv. mgr.; Geo. M. Trudeau, asst. mgr.; H. G. Roberts, secy.; Harry C. Robeson, wks. mgr.; George Bentley, sls. mgr. (stampings); Wm. H. Roberts, mgr. (finished products div.); Frank Trippensee, compt. **Adv. Agcy.**—Fred P. Bingham's Technical Advertising, Detroit, Mich.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit 11, Mich. Springs, steel windows, doors, building panels, garage doors. H. D. Palmer, pres.; S. P. Hess, sls. mgr. (spring div.); J. L. Searle, engr. (spring div.); W. T. Huddle, adv. mgr.; B. W. Rismann, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. C. H. Day, acct. exec.

DETROIT SURFACING MACHINE CO., 1333 East Eight Mile rd., Detroit 20, Mich. Finisher, electric and pneumatic sanders. Frank D. Nunemaker, pres., gen. mgr., adv. mgr.; Don Evaul, vice-pres.; Dave R. Wickes, secy., wks. mgr., sls. mgr.; G. Snyder, treas.; Frank D. Pease, serv. mgr.; Roy N. Sharp, pur. agt. **Det. Rep.**—Don Olson, Detroit Surfacing Machine Co. **Adv. Agcy.**—Fred Bingham, 403 Frances Palms bldg., Detroit 1, Mich.

DE VILBISS CO., 300 Phillips ave., Toledo 1, O. Air compressors, spray guns, painting systems and booths, rubber hose (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; R. L. Morrison, exec. vice-pres.; J. M. Robinson, vice pres. (finance); W. A. Delger, vice pres., chge of mfg.; D. J. Peeps, vice pres., chge of engrg.; E. F. Frey, dir of sales prom. and adv.; H. M. Kidd, sls. mgr.; H. A. Lange, adv. mgr.; E. J. Etzel, pur. agt. **Det. Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. Jack Williams, acct. exec.

DIAMOND T MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, pres., treas., gen. mgr.; C. A. Peirce, exec. vice-pres.; J. F. Danielson, secy.; Geo. Williams, wks. mgr.; J. L. Krickl, sls. mgr.; T. C. Huxley jr., vice-pres., dir. of sls.; W. S. Baldwin, adv. mgr.; H. MacEvoy, serv. mgr.; R. C. Wallace, exec. engr.; H. C. Emberson, vice-pres., pur. agt.; W. A. Breinig, M. Egeland, asst's.; T. J. Lopatka, personnel mgr. **Adv. Agcy.**— Roche, Williams & Cleary, Chicago, Ill. Stewart Weston, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; H. E. Webster, vice-pres.; E. A. Dreves, secy.; E. W. Farmer, treas. and works mgr.

DIEBOLD, INC., 818 Mulberry rd., S. E., Canton 2, O. Rotary filing systems, vertical-visible files, visible binders, safes, vault doors, chests, microfilm equipment. D. A. Maggin, chmn. of bd.; G. H. Bochius, pres.; R. C. Koontz, exec. vice-pres., treas.; Ralph Holt, wks. mgr.; L. E. Souers, secy.; G. Johnson, prod. mgr.; A. W. Jackson, bank sales; W. K. Wilson, systems sales; J. J. Gutheinz, adv. & sls. prom. mgr.; Frank Jarvis, serv. mgr.; H. C. Behrens, cf. engr.; C. A. Brogden, pur. agt. **Adv. Agcy.**—Jay H. Maish Co., Marion, O.

DIETERICH PRODUCTS CORP., Michigan City, Ind. Karvisor (outside sun shade for automobiles). R. E. Dieterich, pres.; F. A. Werstein, vice-pres., treas.; J. M. Warnimont, asst. sls. mgr. **Det. Rep.**—R. H. Haynes, 2139 Book bldg., Detroit, Mich.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads; stop and tail lights; parking lights; spotlights. C. J. Wadsworth, sales mgr.; C. F. Marchant, pur. agt. **Adv. Agcy.**—Humbert & Jones, 238 E. 45th st., New York, N. Y.

DILLON ELECTRIC CO., 1712 11th st., N.E., Canton 5, O. Cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. C. B. Dinsmore, pres.; R. C. Dinsmore, vice-pres. and gen. mgr.

DITTMER GEAR & MFG. CORP., 193-215 Grand st., Lockport, N. Y. Gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. A. H. Dittmer sr., pres., gen. mgr.; F. B. Williams, vice-pres.; R. E. Hyatt, secy.; A. H. Dittmer jr., treas.; Frank Serdensky, wks. mgr.; H. M. LaForest, sls. mgr.; Robert W. McCarthy, cf. engr.; A. McGovern, pur. agt.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. Wm. T. Utley, div. dir.; W. H. Hogben, ind. sls. mgr.; E. D. Kress, E. G. Knox, V. G. Schwenke, asst. ind. sls. mgrs.; E. H. Heaton, ind. serv. mgr.; Neil A. Fleming, distrib. sls. mgr.; Neil W. Vogt, R. L. Smith, asst. distrib. sls. mgrs.; L. S. McNally, distrib. serv. mgr.; L. R. Vivian, sls. prom. mgr.; B. J. Smith, plant engr.; A. B. Little, pur. agt.; J. H. LaFrance, traf. and whse. mgr.; Marjorie Williams, asst. traf. mgr. **Adv. Agcy.**—Maxon, Inc., Detroit Mich. P. A. Revelt, acct. exec.

DIVCO CORP., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chr. of bd.; Ray A. Long, pres. and gen. mgr.; John M. Nicol II, vice-pres. in chg. of sales and sales mgr.; James H. Spencer, secy.; Nathan Fine, treas.; G. E. Muma, vice-pres. in chg. of production; John E. Dee, asst. sales mgr.; Frank J. Messing jr., serv. mgr.; Robert K. Jack, chief engr.; C. R. Tetzlaff, pur. agt.; R. K. MacDonald, asst.; Harold C. Ellis, traffic mgr.; **Det. Rep.**—Stacey R. Fultz. **Adv. Agcy.**—Frederick M. Lawrence, Detroit, Mich.

DIXIE MACHINE TOOL CO., Div. Avey Drilling Machine Co., P. O. Box 625, Cincinnati 1, O. Brake drum lathes and brake service equipment. P. J. Parker, sales and gen. mgr. **Det. Rep.**—Don Page, 406 Dunlap, Lansing 16, Mich. **Adv. Agcy.**—Venable Brown, Cincinnati, O. George L. Service, acct. exec.

DIXIE TALLYHO, INC., Fairburn, Ga. Truck canopies, seating devices, tire changing apparatus. Alfred T. Pitman, pres.; Y. H. Longino, vice-pres.; Grace P. Dorris, secy.-treas. **Adv. Agcy.**—Crawford and Porter, Atlanta, Ga.

DOAN MFG. CORP., 1761 London rd., Cleveland 12. Floor mats, splash guards. Bushings and grommets, sponge rubber weatherstrip. Tom C. Kravitz, pres., treas., sls. mgr.; Isadore A. Kravitz, vice-pres., secy.; William Haber, western dist. mgr.; Leon A. Korman, eastern dist. mgr.; Albert Herschman, adv. mgr., sls. prom. mgr.; Irving Sustin, asst.; Edward Gurney, traf. mgr. **Det. Rep.**—Grantello Sales Co., Fort Shelby hotel. **Adv. Agcy.**—Wm. Glazer, Adv. Agcy., Cleveland.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Diggott, vice-pres., pur. agt. **Det.**

(Continued on Page 187)

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Who's Who in Auto Industry

(Continued from Page 186)

Rep.—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., Chrysler Corp., 7900 Jos. Campau ave., Detroit, Mich. Passenger cars, trucks, military vehicles, jet aircraft engines, aircraft propellers and other military equipment. W. C. Newberg, pres.; F. J. Lamborn, vice-pres., gen. mgr.; L. J. Purdy, vice-pres., gen. mgr. (trucks); N. Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Keystone, secy.; F. W. Misch, compt.; Otto W. Franke, operating mgr.; M. C. Patterson, gen. wks. mgr.; E. C. Dock, gen. sls. mgr.; D. T. Stanton, C. A. Templeton, E. M. Braden, E. P. Letscher, sls. supervisors; L. F. Desmond, dir. of adv. and mdse.; R. Ayer, dir. of marketing; W. E. Foracker, dir. of distribution; B. B. Settle, dir. of serv.; L. F. Van Nortwick, dir. of truck sales; A. E. Horne adv. mgr. (passenger cars); W. L. Kessinger, adv. mgr. (trucks); P. G. Medonis, mdse. mgr.; B. W. Bogan, cf. engr.; E. J. McPhee, Dodge truck plant mgr.; K. C. Deacon, Dodge truck plant operating mgr.; E. P. Lamb, Dodge truck cf. engr.; A. L. Gostow, Dodge forge plant mgr.; R. H. Dungan, Dodge New Castle plant factory mgr.; F. E. Parker, Kokomo plant factory mgr.; G. T. Johnson, Dodge San Leandro plant gen. mgr.; O. T. Hamby, Nine Mile press press plant gen. wks. mgr.; W. G. Tunis, Indianapolis plant operating mgr.; J. E. Brennan, jet engine plant gen. mgr.; E. A. Petersen, Winfield plant supt. **Adv. Agcys.**—Passenger cars: Ruthrauff & Ryan, 405 Lexington ave., New York City; Keneth Pratt, Detroit, acct. exec. Trucks: Ross Roy, Inc., 2751 E. Jefferson ave., Detroit. G. F. DeBolt, acct. exec.

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, asst. vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodwillie, asst. vice-pres.; J. K. Lund, asst. vice-pres.; Cyril Grindrod, works mgr.; J. J. Goodwille, E. C. Curtiss, div. sales mgrs.; L. Jones, pur. agt. **Det. Rep.**—Elmer Skowbo, c/o Dole Valve Co., Detroit. **Adv. Agcy.**—Evans Assoc. Co., Chicago. K. V. Reed, acct. exec.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo 3, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. & pur. agt.; M. W. Winkle, vice-pres., sales & adv. mgr.; L. E. Comes, secy.-treas.; F. McClelland, wks. mgr. & chief engr.; B. J. Steger, asst. sales mgr.; J. Lohmeyer, asst. pur. agt.; Wilbur Williams, traffic mgr. **Det. Rep.**—Overmyer Trimming Mat'l Co., 2832 E. Grand blvd., Detroit. **Adv. Agcy.**—Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

DO-RAY LAMP CO., INC., 1458-64 S. Michigan ave., Chicago 5, Ill. Stop, back-up, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors. S. M. Dover, pres., treas., gen. and sales mgr.; E. J. Rothman, vice-pres.; M. Levenberg secy. and traffic mgr.; C. Augenstine, wks. mgr. and chief engr.; H. R. Dover, asst. sales mgr.; C. Kruger, pur. agt. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.**—A. D. Schyman, Chicago.

DORMAN PRODUCTS, INC., Court and Sycamore sts., Cincinnati 2, O. Clutch parts, star washers, expansion plugs, studs, springs, cap screws, nuts, bolts. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sls. mgr.

DORSEY TRAILERS, INC., Elba, Ala. Vans (including refrigerator, produce livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers, stump pullers, skidders. C. E. Dorsey jr., pres.; J. V. Wright, vice pres.; Katherine Dorsey, secy.-treas.; R. A. Sewell, operations mgr.; Horton Fick sales and adv. mgr.; Mayo Prescott, serv. mgr. N. M. Norman, cf. engr. **Det. Reps.**—W. K. Saylor, Jeffersonville, Ind.; J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga. **Adv. Agcy.**—Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

DOUGLAS CO., THE, 620 12th Ave., S., Minneapolis 4. License frames, emblems, chrome insignia. C. T. Skanse, pres.; S. M. Olson, vice-pres., sls. mgr. **Adv. Agcy.**—Revere Advertising, Minneapolis.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; T. S. Hough, vice-pres., sls. mgr.; C. J. Beck, secy.; C. W. Finnimore, treas.; W. A. Wisckol, wks. mgr.; H. W. Finzel, cf. engr.; L. F. Johnson, pur. agt.

DOUGLAS MFG DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches and sockets; junction blocks; wire terminals; turn signal, ignition, headlight and foot switches; special electrical parts for original equipment. Karl Johnson, pres.; C. Shewmon, secy., treas.; W. C. Whorley, vice-pres., gen. mgr.; T. W. Drury, sales, adv. and sales prom. mgr.; Nelson Weber, chief engr.; C. J. Scribner, pur. agt.

DOW CORNING CORP., Midland, Mich. Silicone rubber (Silastic), fluids, oils, greases, resins, varnishes, compounds, mold release agents, defoaming compounds and emulsions, water repellents for textiles and masonry and silicon chemicals. Dr. E. C. Sullivan, pres.; Dr. W. R. Collings, vice-pres., gen. mgr.; Dr. S. L. Bass, asst. gen. mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; O. D. Blessing, sls. mgr.; C. E. Sanford, asst. sls. mgr.; L. S. Putnam, adv. mgr.; R. W. Caldwell, cf. engr.; D. Coultrip, pur. agt.; F. Cleverdon, traf. mgr. **Adv. Agcy.**—Don Wagnitz Advertising, Midland, Mich.

DOW FURNACE CO., THE, 12045 Woodbine ave., Detroit 28, Mich. Controlled atmosphere heat treating furnaces. D. B. Dow, pres., treas.; D. L. Wertz, vice-pres., sales; Floyd Harris, vice-pres., engrg.; J. J. Marshall, secy.; L. Cosner, pur agt., asst. treas. **Adv. Agcy.**—Tech Adgency, Inc., Detroit 7, Mich. W. L. Marchinak, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens St., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres., treas., gen. mgr.; Dewey I. Doyle jr., vice-pres., sls. mgr.; Clara O'Shaughnessy, sls. prom. mgr.; John G. Maher, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10, N. Y. Radiator cleanser, radiator stop leak, liquid and powder car wash, silicone type polishes, rust inhibitor and water pump lubricant, carburetor and parts cleaner, degreasers, penetrating fluid, diesel fuel oil treatment, hydraulic brake fluid, crankcase cleaner, floor cleaners, cutting oils, vapor degreasers, steam cleaning compounds, products for rubber industry. Ernest F. Drew, pres.; H. G. Bissinger sr., vice-pres.; Price Owens, secy.-treas.; G. H. Kent, exec. vice-pres.; R. H. Bishop, vice-pres. (sales); Lee H. Smith, mgr., automotive div.; Wm. Metzger jr., midwest sales mgr.; G. H. Schaible, prod. mgr.; H. E. Kiefer, pur. agt.; W. S. Devine, traffic mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit. **Adv. Agcy.**—Aitkin-Kynett Co., 1400 So. Penn Sq., Philadelphia, Pa.

DRUGE BROS. MFG. CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid guns, quick couplers, hand gauges. Dan O. Druge, pres.; Fern E. Druge, vice-pres.; F. Merle Kirkland, secy.; Milan T. Fell, asst. gen. mgr.; Harry Johnston, sls. mgr.; M. E. Steward, asst. gen. sls. mgr.; Geo. Hervey, cf. engr.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres.;. **Adv. Agcy.**—Tevie Jacobs, Advertising, Morris Plan bldg., Indianapolis.

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, heels and soles, friction and rubber tape. O. G. Vinnedge, vice-pres., gen. mgr.; H. C. Sommer, sls. mgr.; P. E. Young, cf. engr.; J. Groot, pur. agt. **Det. Rep.**—I. W. Robertson, H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DUNLOP TIRE & RUBBER CORP., Buffalo 7, N. Y. Tires, tubes, Dunlop pillofoam. E. B. Germain, pres., treas.; Girard Hammond, vice-pres. (sales); H. H. Van Valkenburg, vice-pres., secy.; G. H. Crawford, vice-pres., compt.; J. H. Swalm, vice-pres. (mfg.); H. E. Elden, vice-pres. research and devel.; L. D. Hartford, sls. mgr.; Rowland Davis, adv. mgr.; Gust. Karlsteen, cf. engr.; V. C. Fischer, traf. mgr. **Adv. Agcy.**—Landsheft & Barber, Inc., Liberty Bank bldg., Buffalo.

DUPLEX TRUCK CO., 830 E. Hazel st., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. A. Langenbacher, pres., treas.; A. C. Pratt, vice-pres., gen. mgr.; H. L. Walker, vice-pres. in charge of sales; G. A. Schell, secy.; Glen P. Shaw, serv. mgr.; J. J. Schramek, mech. engr.; G. L. Hagren, elec. engr.; G. A. Schell, pur. agt.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, Dupli-Color air sander. Sigmund E. Edelstone, pres., treas., sls. mgr.; Roger Raffe, pur. agt. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

DU PONT DE NEMOURS & CO., E. I., INC., Polychemicals Dept., Wilmington 98, Del. Plants at Arlington, N. J.; Washington, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. Acrylic resin, nylon, polythene, vinyl acetal resin safety-glass interlayer, Zerone and Zerex antifreezes. E. D. Ries, gen. mgr.; E. F. Schumacher, dir. sls.; J. C. Moore, mgr. sls. prom. **Det. Rep.**—J. O. Ullman, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Brake bonding, equipment and lining removal equipment for brake reline service. Robert Langford, pres.; George Langford, Treas.; M. Doll, wks. mgr.; Ed Martens, sales mgr.

DUREZ PLASTICS & CHEMICALS, INC., 1935 Walck rd., North Tonawanda, N. Y. Phenolic molding compounds and resins. Harry M. Dent, pres.; John F. Snyder, vice-pres., secy-treas.; Carl Meyers, wks. mgr.; A. W. Hanmer jr., vice-pres. in chge. of molding compounds; Robert E. Dodd, vice-pres. in chge. of resin sales; Herbert S. Spencer, adv. mgr.; Dr. Walter Prahl, div. or research and development; Charles W. Selover, pur. agt.; Donald A. Barth, traffic mgr. **Det. Rep.**—G. A. Shroyer, 503 Stephenson bldg., Detroit 2. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y. John B. Morton, acct. exec.

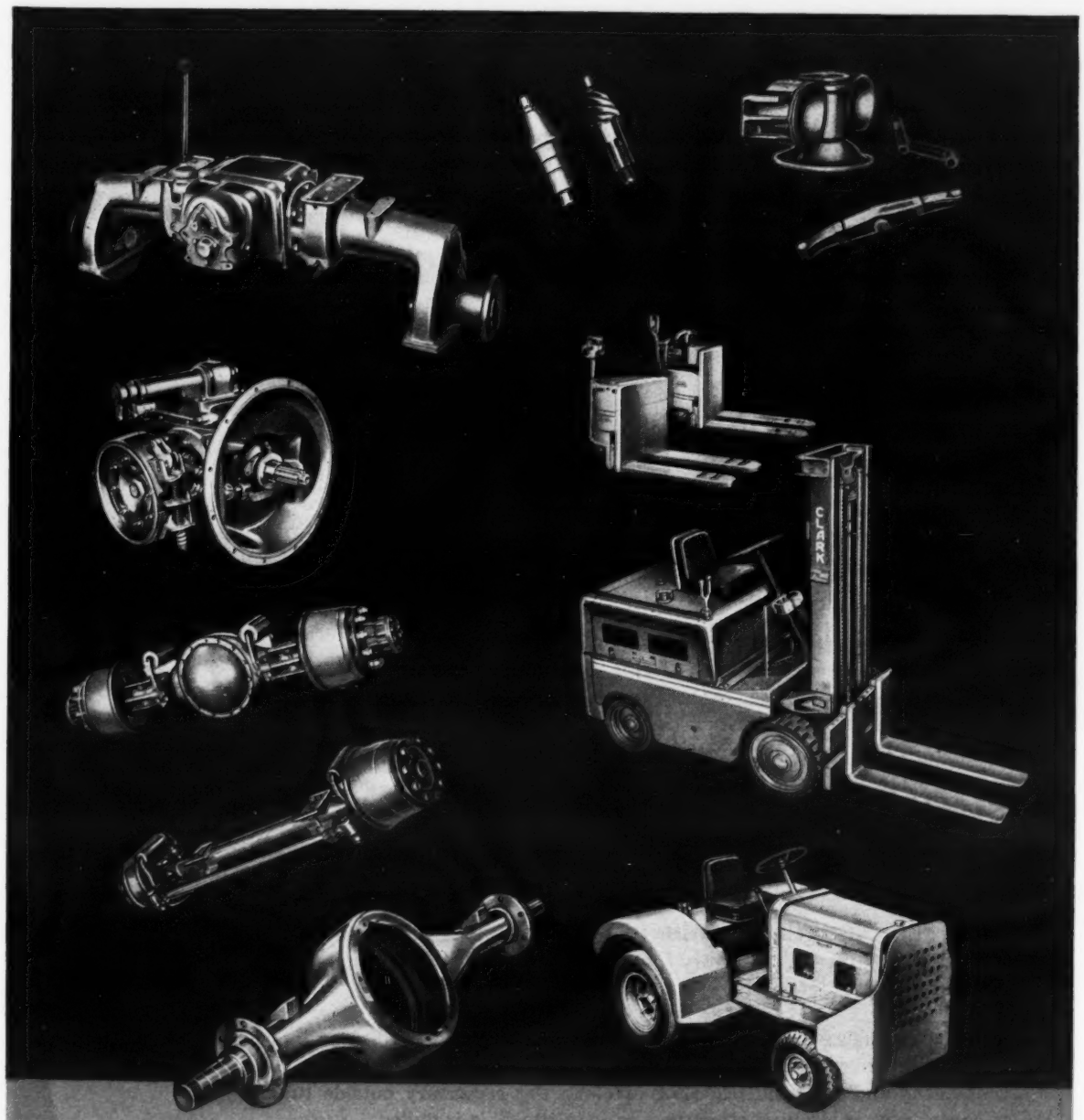
DURKEE - ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, molded auto door and trunk gasket, inner tubes, frost shields, automotive chemicals, friction and rubber tape. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres., treas.; D. F. Pratt, vice-pres.; D. F. McConnon, secy.; C. T. Stafford, mgr. jobber sls.; A. J. Traun, gen. special sls.; R. G. Budson, mgr. ind. sls.; K. Van Auken, traf. mgr.; W. K. Freed, pur. agt.; C. F. Walz, cf. engr.; G. C. Brown, cf. chemist. **Det. Rep.**—W. F. De Longe, 5478 Cass ave., Detroit, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, works mgr.; R. E. Behlen, sales mgr.; John Gracious, W. Hosford, asst. sales mgrs.; Karl Paine, chief engr.; J. Fisk, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. Mr. Stevens, acct. exec.

E

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian

(Continued on Page 188)



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Who's Who in Auto Industry

(Continued from Page 187)

B. Hatton, pres., gen. mgr.; Julian B. Hatton jr., vice-pres., treas.; E. K. Ellis, sls. mgr., adv. mgr.; Milton E. Burr, asst. sls. and adv. mgr.; E. O. Harbeck, secy.; Charles Mulder, traf. mgr. **Det. Rep.**—Automotive Materials Corp., Fisher bldg., Detroit, Mich.

EAGLE-PICHER CO., American Bldg., Cincinnati 1, O. Automotive body solders, automotive radiator solders, tinning compound. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres. and compt.; W. F. Murdock, vice-pres. and gen. mgr. (metallic prod. div.); Carl A. Geist, secy.-treas.; W. F. Murdock, sales mgr.; E. L. Gouedy, adv. mgr.; W. F. McCarthy, asst. adv. mgr.; R. E. McCormack, pur. agt.; Earl Cannon, asst. pur. agt.; A. L. Kreamelmeyer, traffic mgr. Adv. Agcy.—Needham, Louis & Brorby, Inc., 135 S. LaSalle st., Chicago 3, Ill. Noel Turner, acct. exec.

E. A. LABORATORIES, INC., 144 Spencer st., Brooklyn 5, N. Y. Automotive hot water heaters, horns, sirens, electric windshield cleaners, bicycle accessories, fractional horsepower motors. John M. Aufiero, pres., gen. mgr.; John A. Aufiero, vice-pres.; Michael A. DeRosa, secy.; E. M. Aufiero, treas.; F. Vecchiarelli, wks. mgr.; Jacu Ross, sls. mgr.; R. A. Picard, adv. mgr.; Howard Kinneman, serv. mgr.; R. R. Hutcheson, cf. engr.; N. Masone, pur. agt.; F. Mezzadri, traf. mgr. **Adv. Agcy.**—Picard Advertising Co., New York, N. Y.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. General personnel: C. I. Ochs, chmn. of bd.; H. J. McGinn, pres.; R. H. Daisley, vice-pres., dir. of mfg.; M. P. Winther, vice-pres., dir. of engrg.; H. C. Steussy, secy.; H. S. Ide, treas.; V. Cada, mgr. of pur.; H. B. Peck, adv. mgr. Detroit address: 9771 French rd., Detroit 13. **Adv. Agcy.**—Erwin & Wasey & Co., Inc., New York; (nat.) Julian Snyder, acct. exec.; Clark & Rickerd, Inc., Detroit (trade paper); L. A. Clark, acct. exec.

Axle div., Cleveland, O.: Front and rear axles for trucks, single and double reduction axles. G. W. Veale, gen. mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; G. W. Carlson, chief engr.; V. Cada, pur. agt. **Det. Rep.**—J. R. Bartholomew, 18001 James Couzens hwy., Detroit 35, Mich.

Foundry div., Vassar, Mich.: Gray iron castings. E. C. Hoenicke, gen. mgr.; E. V. Neeb, sls. mgr.; L. C. Johnson, pur. agt.

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Pump div., Marshall, Mich.: Pumps. F. H. Mott jr., gen. mgr.; W. R. Eames, cf. engr.; C. R. Palmer, pur. agt.; E. S. Witchger, sls. mgr.

Reliance div., Massillon, O.; Spring Lock washers, springtites, snap rings, cold drawn steel. E. D. Cowlin, gen. mgr.; R. B. Little, sls. mgr.; D. R. Keagy, cf. engr.; M. T. Bantz, pur. agt. **Det. Rep.**—H. R. Hanna, 504 Maccabees bldg., Detroit 2, Mich.

Saginaw div., Saginaw, Mich.: Hydraulic valve lifters, tappets, valve seat inserts, engine fans. H. F. Russell, gen. mgr.; M. D. Archangeli, sls. mgr.; L. A. Jahn, cf. engr.; V. L. Larsen, pur. agt.

Spring div., Detroit, Mich.; Chassis leaf and coil springs. F. I. Goodrich, plant mgr.; B. H. Blair, cf. engr.; L. A. Kruger, pur. agt.

Stamping div., Cleveland, O.: Gasoline, oil and hub caps, bumper guards. R. E. Fisher, gen. mgr.; F. C. Schwendler, cf. engr. **Det. Rep.**—D. F. Brawn, sls. mgr., 18001 James Couzens hwy., Detroit 35, Mich.

Valve div., Battle Creek, Mich.: Valves, poppet, sodium cooled valves, jet engine blades. H. I. Dyer, gen. mgr.; M. D. Archangeli, sls. mgr.; J. B. Smith, pur. agt.; Oscar Hedlund, cf. engr.

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Eaton Automotive Products, Ltd., London, Ont., Canada.: Automotive parts, heaters and defroster units. A. C. Pullen, gen. mgr.; L. R. McCallum, sls. mgr.; W. D. Howe, pur. agt.; K. V. Bilton, cf. engr.

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EDELMANN & CO., E., 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, etc. R. Edelmann, pres.; Will Freeman, secy.; J. Swift, wks. mgr.; K. R. Reifenberg, sls. mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf. mgr. **Adv. Agcy.**—Burlingame Grossman, Chicago, Ill.

EDISON, THOMAS A., INC., Automotive Div., 51 Lakeside ave., West Orange, N. J. Batteries. Chas. Edison, chmn. of bd.; H. G. Riter, 3rd pres.; B. F. Morris, vice-pres.; H. H. Eckert, vice-pres., treas.; F. C. Erwin, secy.; John R. Sheen gen. sls. mgr; S. Schaeffer, adv. and sls. prom. mgr.; R. I. Bost, engr.; R. B. Lockhart, gen. pur. agt.; W. Hildebrand, vice-pres., traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Atherton Seeley, acct. exec.

EDRO CORP., THE, P. O. Box 584, 35 Wakefield ct., New Britain, Conn. Glare filters for night driving. Dr. Peter Bartlewski, vice-pres.; Alphonse Szewczul, pres.; Roman Galinski, secy., treas. and sales mgr.

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ELCO LUBRICANT CORP., Jennings rd. and Denison ave., Cleveland 9, O. Extreme-pressure lubricants for all enclosed gear units. J. E. Reagan, pres., gen. mgr.; J. V. Whitbeck, vice-pres.; Wm. Cox jr., vice-pres.; H. W. Niemeier, treas.; A. H. Schuster, wks. mgr.; George Hoffman, tech. dir.; F. X. Steloff, sls. mgr. **Det. Rep.**—W. J. Allard, 415 Fisher bldg., Detroit 2.

ELECTRA MFG. CO., 2537 Madison ave., Kansas City 8, Mo. Voltage regulators, generator cut-outs, headlight and horn relays, starter switches, dimmer switches. John D. Cassidy, pres.; R. I. Seymour, vice-pres., adv. mgr.; W. A. Walters, wks. mgr.; Rupert Jarboe, cf. engr.; F. R. Jones, pur. agt. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. R. M. Robinson, acct. exec.

ELECTRIC AUTO-LITE CO., Toledo 1, O. Batteries, bumpers, castings (gray iron), die castings (aluminum base and zinc base), fuel pumps, generators, governors, horns, hub caps, ignition, instruments and gauges, lighting, metals (deep-drawn, rolled and formed), motors oil filters, plastics, plastic and metal combinations, regulators, relays, resistor and regular spark plugs, spring covers, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire. Royce G. Martin, pres., chmn. of bd.; D. H. Kelly, vice-chmn., vice-pres.; B. A. Fay, vice-chmn., vice-pres.; J. B. Fenner, vice-pres., compt.; C. M. Adams, Harry G. Call, J. A. Cappi, F. H. Drummond, J. P. Falvey, T. W. Flood, H. E. Hasemeyer, R. M. Lake, C. L. Lancaster, J. H. Lambrix, L. H. Middleton, J. A. Minch, J. R. Padesky, C. W. Pound, D. B. Stratton, R. Twells, L. A. Wine, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, secy.; G. A. Kessel, asst. compt.; Russell McGee, asst. secy., asst. treas.; W. E. Blank, sls. mgr. (battery div.); H. R. Butts, sls. mgr. (mdse. div.); J. A. Shank, mgr. (parts and serv. div.); D. J. Holmes, traf. mgr.; D. B. Seem, adv. mgr. **Det. Off.**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan. Tod Reed, acct. exec. Radio and television: Cecil & Presbrey, Tom Maloney, acct. exec.

ELECTRIC AUTO-LITE COMPANY, Wire and Cable div., 3529 24th st., Port Huron, Mich. Vehicle electrical parts. R. G. Marton, pres.; D. H. Kelly, vice-pres.; F. H. Kennedy, secy.; I. O. Goodnight, treas.; W. W. Kesteloot, works mgr.; D. M. Skirving, sls. mgr.; K. L. Gackel, asst. sales; D. B. Seem, adv. mgr.; F. H. Wetzel, cf. engr.; G. L. Blessing, pur. agt, traf. mgr.. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Detroit, Mich.

ELECTRIC SPRAYIT CO., 1415-25 Illinois ave. Sheboygan, Wis. Air compressors, paint spraying equipment, pumps, paint sprayers, electric motors and generators, hydraulic cylinders and valves. S. Deutsch, bd. chmn.; Millard B. Deutsch, pres.; E. J. Formhals, sales mgr.; C. A. MacDonald, secy.; L. F. Smith, treas.; J. Ourada, asst. sales and serv. mgr.; H. Esch, adv. and sales prom. mgr.; F. D. Ditch, chief engr.; G. L. Dwyre, pur. agt.; E. Ball, traffic mgr. **Det. Rep.**—A. E. Sparling Co., 12133 Coyle ave., Detroit 27, Mich. **Adv. Agcy.**—South Bend, Ind. C. A. MacDonald, acct. exec.

ELECTRIC STORAGE BATTERY CO., 42 So. 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment and aircraft. S. W. Rolph, pres.; C. F. Norberg, exec. vice-pres.; Roland Whitehurst, L. E. Lighton, D. N. Smith, vice-presidents; H. C. Allan, secy.-treas.; H. J. Von Pionski, mgr. automotive mfg.; Roland Whitehurst, sls. mgr.; R. L. Sommerville, asst. gen. sls. mgr.; A. N. Dingee, adv. and pub. rel. mgr.; S. K. Lessey, serv. mgr.; C. Connell, automotive replacement battery sls. mgr.; J. P. Casserly, automotive manufacturer battery sales mgr.; L. E. Wells, cf. engr.; K. W. Green, pur. agt.; B. R. Loeper, traf. mgr. **Det. Rep.**—M. W. Turner, 8051 W. Chicago blvd. **Adv. Agcy.**—Geare-Marston, Inc., 22nd and Locust sts., Philadelphia, Pa. N. W. Geare and John E. Rooney, acct. execs.

ELECTRO-CHEMICAL PRODUCTS CORP., 60 Franklin st., East Orange, N. J. Chemical compounds for auto seat and seat covers. Robert G. Walcutt, pres.; Herbert A. Bodkin, vice-pres.; Albert Creighton, secy.; John Walcutt, chief engr. **Det. Rep.**—Arnold Sales Co., Detroit, Mich. **Adv. Agcy.**—Burke-Dowling Adams, Montclair, N. J.

ELECTRO PRODUCTS CO., 445 E. 189th st., New York 58, N. Y. Tachometers, condenser testers, coil testers, exhaust analyzers, distributor testers, mileage testers. P. O. Stewart, gen. and seals mgr.; K. A. Stewart, asst. sls. mgr.; J. Foggan, serv. mgr.; K. Faber, parts and acc. mgr.; J. Agin, cf. engr.; R. Conroy, pur. agt.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burren, treas.

(Continued on Page 189)

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Who's Who in Auto Industry

(Continued from Page 188)

Adv. Agcy.—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELKHART WELDING & BOILER WORKS, INC., 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Virginia J. Bock, secy.; Wallace B. Bock, works mgr.

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EMEROL MANUFACTURING CO., INC., 242 West 69th st., New York 23. Lubricants. B. N. Pierce, pres.; W. C. Pierce, asst. gen. mgr. **Det. Rep.**—Ward A. Pifer, 405 Riley st., Lansing 10. **Adv. Agcy.**—Lewin, Williams & Saylor, Inc., New York. Joe Quin, acct. exec.

ENGINEERING DIV., CHRYSLER CORP., 12800 Oakland ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). Members of the Engineering Board are: J. C. Zeder, chmn., dir. of eng. and research, pres. Chrysler Institute of engrg.; P. C. Ackerman, chief-engr., Laboratories; H. E. Chesbrough, asst. chief body engr.; A. B. Couture, chief engr., experimental testing; C. E. Davy, dir. of eng. operations; A. G. Herreshoff, chief engr., development design; G. J. Huebner jr., chief engr., research; P. J. Kent, chief electrical engr.; E. P. Lamb, chief engr., trucks and commercial cars; A. G. Loofbourrow, asst. chief engr., chassis design; W. H. MacDuff, bd. secy.; K. Pfeiffer, asst. chief engr., laboratories; F. W. Slack, chief engr., chassis design; U. L. Thomas, chief body engr.; L. R. Baker, dir., Chrysler Institute of engrg.; H. R. Steding, dir., dept. of tech. data and info.

ENGINEERING & RESEARCH CORP., Riverdale, Md., "Erco" Truck bodies. L. A. Wells, pres.; Milton King, vice-pres. & secy.; W. G. Carroll, treas.; D. F. Ducey, gen. mgr.; Fred W. Ruehl, sales mgr.; T. Bolling, serv. mgr.; H. A. Hochhalter, chief engr.; R. F. Richards, pur. agt. **Adv. Agcy.**—Louis E. Shecter Advertising Agency, Baltimore, Md. Jack L. Levin, acct. exec.

ENGWALD CORP., 357 Lafayette Ave., New York 5, N. Y. Exhaust systems and spray booths. Alfred W. Engelmann, pres. and treas.; Gene L. Love, vice-pres., gen. mgr. and cf. engr.; Haidy Zoeller, secy.; Martin W. Siegel, wks. mgr.; Francis R. Woods, asst. sales mgr. **Adv. Agcy.**—Engwald Corp., New York, N. Y.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock karts, toolroom equipment. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt.; Louis P. Esser, traffic mgr. **Adv. Agcy.**—Vernon S. Weiler, Chicago, Ill.

ERIE MFG. DIVISION, Pressed Steel Car Co., Inc. Sales Office: J & H Sales Co., 75 E. Wacker dr., Chicago 1, Ill. Bumper and grille guards, metal stampings. Jerry E. and Harold Poncher, dir. of sales. Factory address: 235 E. 33rd st., Chicago 16, Ill. **Adv. Agcy.**—Burton Browne, Chicago, Ill.

ETHYL CORP., 100 Park ave., New York 17, N. Y. Antiknock compounds, salt cake, ethylene dichloride, sodium metallic, chlorine (liquid). Edward L. Shea, pres., J. A. Costello, Graham Edgar, John H. Schaefer, Bynum B. Turner, S. M. Wagner, vice-presidents; Stanley T. Crossland, vice-pres., treas.; M. P. Murdock, gen. sales mgr.; J. J. Frey, sales mgr.; Russell B. Weston, adv. mgr.; Frank A. Howard jr., asst. adv. mgr.; W. K. McCulloch, sales prom. mgr.; B. R. Jones, mgr. pass. car div.; Harold J. Woods, pur. agt.; J. E. Boudreau, dir. pub. rel. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York 17, N. Y. Bayard Pope, acct. exec.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), space heaters, water heaters, furnaces, truck and bus heating and ventilating equipment, frostguard, Evaneer plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, pallets, metal stampings. E. S. Evans jr., pres.; T. J. Manning, asst. to pres.; R. B. Evans, (aircraft and new products development); W. G. Webb, (loading and stampings div.), D. Cameron (Plymouth plant operations), vice-presidents; J. M. Russell, controller; G. M. Shueder, chief engr.; E. W. Peterson (loading div.); F. A. Keihn (bus and truck heating and vent. div.), G. Faurie, heating and appliance div.), W. J. Richie (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Wm. Prisk jr., serv. mgr.; S. Hudson, mgr. adv., sales prom., pub. rel.

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EXCELLO ACCESSORIES MANUFACTURERS, 81 Madison ave., Hempsted, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; copper gas and oil lines; copper tubing; tubing equipment, hydraulic brake parts and stop light switches. Arnold E. Alberga, pres., sales mgr.; Henrie C. Alberga, vice-pres.; William G. Alberga, asst. sales mgr.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; special purpose production machines; precision thread grinders; tool grinders; lapping machines; hydraulic power units; grinding spindles; broaches and cutting tools; drill jig bushings; aircraft and miscellaneous production parts. Phil Huber, chmn. of bd.; H. Glen Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton B. Montgomery, vice-pres. in chge. of mfg.; Donald H. McIver, vice-pres. in chge. of industrial sales; George D. Scott, vcie-pres. in chge. of pure-pak sales; Earl E. Conlin, secy. and treas.; Donald N. McPherson, asst. secy.; Jack Mustard, Robt. W. Ford, Herbert A. Knack, asst. sales mgrs.; Arthur E. Schultz, adv. mgr.; Norman A. Heidt, serv. mgr.; Gilbert D. Stewart, chief engr.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Clifford Flint, Inc., Detroit, Mich. Dick C. Flint, acct. exec.

EXECUTONE, INC., 415 Lexington ave., New York 17, N. Y. Intercommunication systems, sound systems, voice paging and industrial music. P. H. Seaman, pres.; N. A. Karr, vice-pres.; C. Walter, sales mgr.; H. Federbush, adv. and sales prom. mrg. **Det. Rep.**—Executone Co. of Detroit, 7425 W. Warren, ave., Detroit 10, Mich. **Adv. Agcy.**—J. A. Katz Agcy., New York City.

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FABRICON PRODUCTS, INC., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies; sound deadening felts and insulation materials; laminated plastics. Wm. A. Fisher, chmn. of bd. and treas.; L. A. Fisher, pres. and gen. mgr.; Donald Holm, secy.; G. T. Abel, gen. prod. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, chief engr.; J. E. Steiner, dir. pur.; T. Godbold, traffic mgr.

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FAIRFIELD MFG. CO., Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nichelson, pur. agt. **Adv. Agcy.**—Armstrong Adv. Agency, Chicago, Ill.

FAIRMOUNT TOOL & FORGING, INC., 10611 Quincy ave., Cleveland 6, O. Mechanics' hand service tools. Ralph F. Peo, pres.; A. E. Keating, vice-pres. and gen. mgr.; Leo V. Anthony, sales mgr. **Adv. Agcy.**—Baldwin-Bowers & Strachan, Buffalo, N. Y. Everett Bowers, acct. exec.

FALLS SPRING & WIRE DIV., Standard Steel Spring Co., 12350 E. Nine Mile rd., Van Dyke, Mich. Automobile cushion and back springs, automotive seat frames. John C. Hampson, plant mgr., Gordon McCririe, sales mgr.; J. F. Karr, pur. agt.

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FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy., treas., gen. mgr.; R. W. Gysel, works mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, chief engr.; G. J. Andres, pur. agt.; C. L. Anderson, traffic mgr.; L. P. Kruze, pub. rel. mgr. **Det. Rep.**—E. W. Griffith. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. W. S. Jensen, acct. exec.

FEDDERS-QUIGAN CORP., 57 Tonawanda st., Buffalo 7, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; A. F. Ihde, vice-pres.; Wm. C. Winkler ,treas.; M. C. Weisman, secy.; A. J. DeFino, gen. mgr.; R. W. Morgan, chief engr.; J. M. Heimerl, pur. mgr.; E. M. Fix, traffic mgr.; R. E. Cassatt, adv. mgr.; W. F. McLean, pub. rel. mgr.

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FEDERAL ENGINEERING CO., 850 Oakman blvd., Detroit 6, Mich. Tools, dies, jigs, fixtures and special machines. David M. LeVine, pres.; Saul LeVine, vice-pres. and treas.; Dan M. LeVine, secy. and gen. mgr.; H. C. Behm, chief engr.; J. Goldman, pur. agt.

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(Continued on Page 190)

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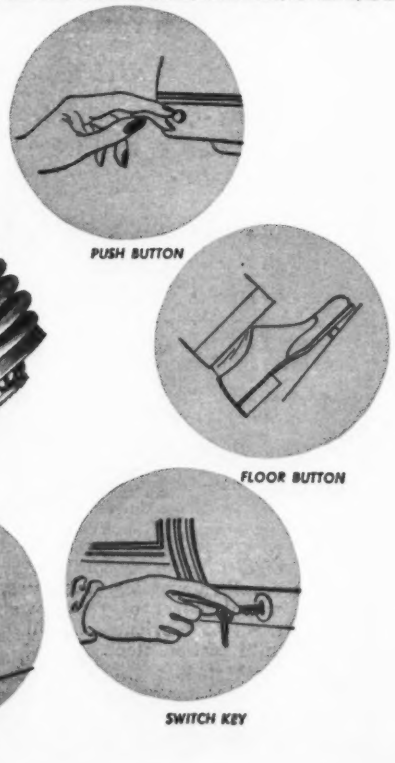

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Who's Who in Auto Industry

(Continued from Page 189)

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FEDERATED METALS DIV., American Smelting and Refining Co., 120 Broadway, New York 5, N. Y. Non-ferrous metals and alloys. E. L. Newhouse jr., vice- pres.; M. Robbins, gen. mgr.; E. L. Newhouse III, sales mgr.; E. L. Rimbault jr., adv. mgr. **Det. Rep.**—A. Nichamin, 11630 Russell st. **Adv. Agcy.**—John Mather Lupton Co., New York, N. Y. C. E. Walsh, acct. exec.

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FIBRE FABRIC INDUSTRY, 122 East 42nd, New York 17, N. Y. Certified fibre fabrics. Ross A. Fife, exec. secy. **Adv. Agcy.**—MacLean Advertising Agency, Inc., New York, N. Y. Theodore M. Seller, acct. exec.

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FIRESTONE STEEL PRODUCTS, 1200 Firestone blvd., Akron 1, O. Automotive rims, stainless steel containers, metal stampings. J. E. Martin, pres.; L. J. Campbell, vice-pres.; W. H. Vaughn (Wyandotte plant), wks. mgr.; W. S. Kidder, sls. mgr.; P. M. Murphy, pur. agt. **Det. Rep.**—C. C. Cupp.

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FISK TIRE CO., Div. of United States Rubber Co., Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. E. Humphreys jr., pres.; H. S. Marlor, vice-pres.; W. M. Dougherty, secy.; H. M. Kelton, treas.; J. W. McGovern, vice-pres.; H. N. Hawkes, vice-pres., gen. mgr. of tire div.; J. A. Boll, sls. mgr.; P. F. Lee, product mgr.; Elliot Detweiler, adv. and sls. prom. mgr.; R. W. Johnson, asst. sls. prom. mgr.; J. R. Tully, mdse. mgr. **Det. Rep.**—R. J. Code jr., 5850 Cass ave., Detroit. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. Sanford Smith, acct. exec.

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FLEXON PRODUCTS CORP., 249 W. 34 st., New York 1, N. Y. Display and pricing kits for the automotive trade. B. R. Schrift, pres. and gen. mgr., pur. agt.; K. J. MacDonald, vice-pres. and treas.; D. D. McDonald, secy. and wks. mgr.; John J. Murray, sales mgr. **Det. Rep.** — Earl Rose, 15382 Robeson ave., Detroit 27, Mich. **Adv. Agcy.**—Picard Adv. Agency, 250 W. 57th st., New York. Wm. Maruin, acct. exec.

FLEX-O-TUBE, Div. of Meridan Corp., 750 14th st., Detroit 16, Mich. Flexible rubber fuel lines, oil lines, brake hose assemblies, hydraulic steering. D. W. Hamilton, vice-pres., wks. mgr.; W. W. Wasson, vice-pres., sls. mgr.; P. C. Poole, compt.; M. G. Schwab, asst. sales; L. W. Lewandowski, cf. engr.; T. J. Guirey, pur. agt. **Det. Rep.**—A. W. Palmer, 750 14th st.

FLINK CO., 502 N. Vermillion, Streator, Ill. Spreaders for sand and other material, three-wheel tractors with attachments. Allen R. Flink, owner; W. H. Immel, gen. mgr.; R. R. Roudebush, sls. mgr.; D. R. Mueller, pur. agt. **Adv. Agcy.**—Biddle Co., 814 North Main st., Bloomington, Ill.

FLINTKOTE CO., 30 Rockefeller Plaza, New York 20, N. Y. Adhesives, anti-

(Continued on Page 191)

Who's Who in Auto Industry

(Continued from Page 190)

squeak compounds, crack sealers, sound deadening felts, spray-on deadeners, underbody coatings, Mastic products, rubber dispersions, rubber cements. I. J. Harvey jr., pres.; P. C. Rowe, exec. vice-pres.; F. H. Neher, vice-pres.; G. K. McKenzie, vice-pres. and secy.; C. W. Gregg, vice-pres. and treas.; H. L. Evans, mfg. mgr.; A. J. Healey, asst. to vice-pres.; H. D. McAneny, dir. of adv.; D. L. Holmes, dv. mgr., Industrial Prod. div.; H. R. Zinn, cf. engr.; A. J. ZuHone, pur. agt.; F. D. Hallidy, traf. mgr. **Det. Rep.**—V. J. Hardig and C. T. Bloom. **Adv. Agcy.**—Marschalk & Pratt, Inc., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas., pur. agt.

FLUID HEAT AUTOMOTIVE DIV., Anchor Post Products, Inc., 6500 Eastern ave., Baltimore 24, Md. Cargo heaters, coolant heaters. W. F. Brannan, pres.; G. B. Ferris, secy.; C. W. Burton jr., vice-pres.; C. J. Gross, treas.; J. S. Case, vice-pres. and wks. mgr.; C. E. Woollen jr., J. J. Albright, asst. sls. mgrs.; Thos. F. May, adv. mgr.; D. L. Wooden, cf. engr.; C. A. Bishop, pur. agt.; F. J. Read, asst. pur. agt.; R. M. Pilson, traf. mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., Baltimore 2, Md. C. M. Buchanan, acct. exec.

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FORD MOTOR CO., Ford Div. L. D. Crusoe, vice-pres. and gen. mgr.; J. O. wright, asst. to the gen. mgr.; F. C. Reith, mgr. prod. and facilities programming; M. L. Wiesmyer, gen. mfg. mgr.; W. D. Singleton, defense prod. mgr.; E. B. Richard, cont.; E. G. Ward, mgr. parts and acc. operations; A. E. Conn, gen. pur. agt.; M. W. Welty, ind. rel. mgr.; L. W. Smead, gen. sls. mgr.; J. D. Ball, mgr. of prod. sls. and serv.; C. E. Bowie, mgr. of sls. admin.; F. J. McGinnis, mgr. of sls. prom. and training; J. F. McGuire, mgr. admin. dept.; G. M. Sherriff, mgr. sls. analysis; J. F. Heflin, mgr. mdse. school; E. C. Simons, mgr. gov't. sls. dept.; T. H. Holden, mgr. truck and fleet sls. dept.; J. B. Glass, mgr. bus. mgt. dept.; G. C. Eldredge, mgr. adv. dept.; T. J. O'Neil, mgr. new and used car sls. dept.; C. T. Doman, mgr. serv. dept.; D. C. Burdette, mgr. parts and acc. sls. dept.; W. E. Kimbrough, mgr. distrib. dept.; W. C. Scott, mgr. sls. training dept.; J. W. Clarke, pub. rel. mgr. **Adv. Agcy.**—J. Walter Thompson Co., Buhl bldg., Detroit, Mich.

FORD MOTOR CO., Ford International, 445 Park ave., New York 22, N. Y. A. J. Wieland, gen. mgr.; W. L. McKee, asst. to gen. mgr.; R. M. Campbell, gen. atty.; W. D. Appel, dir. engrg.; N. A. Bogdan, dir. finance.; C. E. Dalton, reg. dir., Europe and Middle East; T. G. Eybye, reg. dir., Latin Amer.; F. J. Cort, dir. mfg.; W. S. Thompson, dir. ind. rel. and org. planning; H. P. Doty, mgr. pub. rel.; J. J. Welker, sp. rep., export operations; H. E. Jones, mgr. export operations, Harborside, N. J.; H. O. Lund, mgr. foreign prod. branch, Harborside, N. J.; M. R. Dull jr., mgr. overseas distributors branch, Harborside, N. J.

FORD MOTOR CO., Lincoln-Mercury Div. Benson Ford, vice-pres., gen. mgr.; Stanley Ostrander, mgr. operations; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, mgr. of product prom and distribution; C. S. Brown, gen. pur. agt.; N. S. Brown, gen. mfg. mgr.; D. E. Irwin, ind. rel. mgr.; E. D. Longenecker, serv. mgr.; W. A. Keller, used car mgr.; Morgan Collins, div. controller; R. F. G. Copeland, adv. and sales prom.; R. R. Nadal, mgr. of product sales and serv.

FORMSPRAG CO., 23601 Hoover rd., Van Dyke, Mich. Over-running clutches. Chisholm N. Macdonald, pres.; Theodore M. Templeton, treas.; Elroy O. Jones, secy.; Leo Szady, resident engr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

FOSTORIA PRESSED STEEL CORP., 1200 N. Main st., Fostoria, O. Infra-red heating equipment for baking, drying, etc., industrial lighting equipment. R. J. Carter, pres., treas., gen. mgr.; E. L. Bates, vice-pres. & secy.; H. B. Turner, wks. mgr.; E. L. Bates, sales mgr.; R. H. Carter (automotive), R. W. Jeffery (industrial), M. M. Barlitt (lighting), asst. sales mgrs.; P. H. Krupp, adv. mgr.; I. J. Barber, chief engr.; R. L. Hill, pur. agt.; W. F. Hartsel, bus-mgt. dir. **Detroit Sales Office**—Canfield st., Detroit. **Adv. Agcy.** (Automotive)—Beeson Faller & Reichert, Toledo, O. Mr. Gross, acct. exec.

FOUR WHEEL DRIVE AUTO CO., Clintonville, Wis. Four wheel drive trucks, fire engines, earth boring and line construction and maintenance units, winches derricks, trailers (utility), utility small tools and accessories. W. A. Olen, pres.; S. H. Sanford, secy.; James A. Driessen, treas.; R. A. Olen, vice-pres., gen. mgr.; M. O. Stockland, dir. of sls.; H. G. Engel, off. sls. mgr.; W. G. Klaus, sls. prom. mgr.; A. J. Danley, adv. mgr.; C. J. Glocke, serv. mgr.; R. W. Rulseh, parts mgr.; G. D. Simonds, cf. engr.; Lloyd Pinkowsky, pur. agt. **Det. Rep.**—Earle Equipment Co., 6331-6351 Tireman ave., Detroit 4, Mich. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. Burton E. Hotvedt, acct. exec.

FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers, tripod, automatic watering trough valve, other metal specialties. C. A. Godshalk, pres.; E. C. Reichard, vice-pres.; T. P. Townsend, secy. and treas.; D. W. Ogilvie, sales mgr.; L. A. Medlar, design engr.; Manuel Katz, serv. mgr.; J. B. Godshalk, vice-pres., engr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—The Buckley Organization, Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson pres.; T. H. Belling, exec. vice-pres.; T. Edward Aldham, vice-pres., secy.; James E. Bigwood, vice-pres., treas.; A. F. Pettet, vice-pres., gen. mgr.; Bruce C. Miller, gen. pur. agt.; Howard E. Robinson, vice-pres., chge. of sls.; Milton M. Somers, gen. sls. mgr.; R. T. Kosten, sls. mgr. (jobber div); Harry K. Nagel, sls. mgr. (export div.); Lester F. Barnes, adv. mgr.; W. S. James, vice-pres., chge of engrg.; William Arnold, traf. mgr. **Mfrs. Sales Div.**—Fram Corp., Dexter 2, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sls. mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., 15 East Fayette st., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FRASER PRODUCTS CO., 501 W. Chisholm st., Alpena, Mich. Seat covers, floor coverings, rear compartment mats. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl, secy.-treas.; H. F. Doolittle, works mgr.; R. A. Blanchard, sales and adv. mgr.; C. H. Strauss, pur. agt.; L. C. Markhoff, bus. mgt. dir. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEDOM-VALVOLINE OIL CO., 6th st. and 3rd ave., Freedom, Pa. (an affiliate of Ashland Oil & Refining Co.). Automotive and industrial oils and greases, rust preventives, rust removers. Earle M. Craig, chmn. of bd.; J. Howard Marshall, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; C. L. Archer, vice-pres., treas., secy.; W. E. Chellgren, cont.; R. B. McKee, vice-pres. and dir. of pur.; H. J. Dunmire, vice-pres., mgr. bulk sls.; W. R. Sphar, adv. mgr.; E. A. Parker, traf. mgr. **Adv. Agcy.**—Fitzgerald Adv. Agency, New Orleans, La. Joseph H. Epstein, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. Edwin M. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; William A. Freeman, gen. mgr.; A. E. Bugenhagen, wks. mgr.; **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FREMONT RUBBER CO., 300 McPherson hwy., Fremont, O. Rubber tile, vinyl plastic cove base, rubber tile adhesive, foam rubber, plastics, sponge rubber rug cushion. R. P. Johnson, chmn. of bd.; A. O. Dittman, pres.; Paul Clark, exec. vice-pres.; E. R. Frazier, vice-pres. res. and dev.; W. C. Gilbertson, vice-pres. sls.; R. P. Johnson, treas.; A. P. Reed, secy.; V. R. Kanan, cont.; H. L. Lea, vice-pres. prod.; G. E. Snyder, asst. to pres.; G. A. Maher, asst. dir. of sls.; J. T. Drusback, pur. agt. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

FRICK-GALLAGHER MFG CO., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Jos. P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sls. mgr.; W. S. Phillips, wks. mgr.; E. L. Forstner, asst. sls., adv. mgr.; E. H. Mount, cf. engr.; Jos. Carey, pur. agt. **Det. Rep.**—Vern Willard, 6432 Cass ave. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, thermistors, liquid level alarms and indicators, recorders. LeRoy D. Kiley, gen. mgr.; John W. Hammond, gen. sales mgr.; L. E. Wood, chief engr.; H. J. Grady, pur. agt.; George Kerr, parts & acc. mgr. **Adv. Agcy.**—Mac-

(Continued on Page 192)

Who's Who in Auto Industry

(Continued from Page 191)

Manus John and Adams, Fisher bldg., Detroit, Mich.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy A. Fruehauf, pres.; Roy W. Jacobs, secy.; E. G. Gove, vice-pres., treas.; C. L. Schneider, vice-pres., sls.mgr.; F. J. Marschall, serv. mgr.; F. M. Reid, vice-pres., cf. engr.; R. L. Warren, pur. agt.; E. C. Richter, asst.; A. L. Rich, traf. mgr. **Det. Rep.**—D. B. Walter, W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

FRY-PRODUCTS, INC., 5765 Woodward, Detroit, Mich. Seat covers. W. L. Fry jr., pres., sls. mgr.; Lee Easterman, vice-pres., cf. engr.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, works mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Spencer Curtiss, Inc., Indianapolis, Ind.

FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide. Walter Fuller, pres.; Wm. Fuller, vice-pres.; Edward Fuller, secy., sls. mgr.; Ernest Fuller, treas.; John Marlin, pur. agt. **Adv. Agcy.**—Marvin Hahn Agency, John Rogers, acct. exec.

FULTON CO., THE, 1912 So. 82nd st., Milwaukee 14, Wis. Sun shields, side shields, trailer couplings and hitches, bumper clamps, accelerator pedals, steernobs, fans, defrosters, jet aerial boosters, traffic tongue stands, mirror glareshields, traffic light finders, auto garment hanger. S. A. Fulton, pres., treas., gen. mgr.; A. L. Fulton, vice-pres., adv. mgr., asst. sls. mgr.; L. M. Fidler, secy.; B. Weber, wks. mgr.; E. L. Worcester, sls. mgr.; Howard Riemann, cf. engr.; J. N. Johnson, pur. agt. **Adv. Agcy.**—Bert S. Gittins Adv. Agcy., Milwaukee, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 4, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; J. V. Giesler, vice-pres.; J. R. Holcombe, asst. secy.; R. A. Sterling, asst. treas.; L. L. Davies, factory mgr.; S. W. Steele, gen. op. mgr.; F. G. Cross, vice-pres., sales; F. E. Haun, asst. sales mgr.; E. D. Rogers, adv. mgr.; C. W. Lewis, parts and acc. mgr.; L. M. Puster, chief engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.**—G. L. Ogdin jr., 2680 W. Grand blvd., Detroit. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O.

G

GMC TRUCK & COACH DIV., 660 South blvd., East, Pontiac 11, Mich. Light, medium and heavy trucks (gas and diesel). Intercity and parlor coaches (gas and diesel). Parts for above. R. M. Kyes, gen. mgr.; J. E. Johnson, gen. sls. mgr. (trucks); H. E. Listman, gen. sls. mgr. (coaches); R. C. Woodhouse, asst. gen. sls. mgr. (trucks); E. P. Crenshaw, asst. sls. mgr. (coaches); H. T. DeHart, adv. mgr. (trucks); J. T. Feehan, adv. mgr. (coaches); W. L. VandeWater, eastern regional mgr.; V. W. Canever, sls. prom. mgr. (trucks); A. A. Shantz, gen. parts and serv. mgr.; C. J. Bock, cf. engr.; J. P. McManus, dir. of pur.; R. M. Benson, asst. dir. pur. **Adv. Agcy.**—Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

G. M. CO. MANUFACTURING, INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve cores and caps, tire valve tools, paint sprayers, rear view mirrors, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, drill attachments, hobby bench grinders, hobby hammers, hobby hand drills, hobby pliers, hobby vise, 3-in-1 screw drivers, plumb bob, 4-in-1 screw drivers, 6-in-1 utility hammer, ball pein; 6-in-1 utility hammer, claw; chisel sets, wood carving sets; faucets, water for garden hose. Geo. S. Iskyan, pres., treas., gen. mgr.; R. W. Russell, vice-pres., wks. and adv. mgr.; Leo G. Wolfensohn, vice-pres., sls. mgr.

GABRIEL CO., 1523 E. 45th st., Cleveland 3, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, exec. vice-pres., sls. mgr.; C. R. Wefler, secy.-treas.; E. L. Beecher, vice-pres. engrg.; I. J. Samuelson, wks. mgr.; Walter Nosris, cf. engr.; Howard Guerin, dir. of pur. C. C. Lowry, contr. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Hubbell Adv. Agency, 1900 Euclid ave., Cleveland, O.

GAGNIER FIBRE PRODUCTS CO., 7717 Lyndon ave., Detroit 21, Mich. Fasteners for attaching trim and insulator panels, mouldings, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice pres.; N. M. McCubbin, secy., treas.; R. E. Scott, engr.

GALE HALL ENGINEERING, 236 Huntington ave., Boston 15, Mass. Mile-O-Meters, vacuum gauges. Andrew J. White, pres., secy.-treas.; Robert S. Aronson, gen. mgr., sls. mgr., adv. mgr.; Peter E. Whitehead, cf. engr. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass. Cory Snow, acct. exec.

GALION ALLSTEEL BODY CO., 605 Market st., Galion, O. Hydramatic hoists and dump bodies from the smallest to the largest, Hi-Lift coal bodies, garbage and refuse bodies and so forth. C. H. Henkel, chmn. of bd.; O. C. Henkel, pres., treas.; N. J. Schneiker, vice-pres., new prod. and improvements; W. C. Mason, secy.; V. K. Gaston, dir. of sls.; Ralph H. Stevens, sls. mgr.; L. F. Hansen, cf. engr.; Norwood Keller, dir. of pur.; C. I. Howman, traf. mgr. **Adv. Agcy.**—Harold W. Jackson Advertising Agency, 3096 West Grand blvd., Detroit 2, Mich.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres., treas.; Robert J. Gantner, Edward G. Gantner jr., vice-presidents; H. R. White, secy.; A. Klobucar, asst. secy., pur. agt.; John A. Stoeller, asst. treas. and sales mgr. **Det. Rep.**—Abe M. Levine, 20095 Votrobeck court, Detroit 19, Mich. **Adv. Agcy.**—Ross Roy, Inc., 2751 E. Jefferson, Detroit, Mich. J. F. Bernard, acct. exec.

GAR WOOD INDUSTRIES, INC., Wayne Div., Wayne, Mich. Hydraulic hoists, dump bodies, "Load-Packer" garbage bodies, truck winches, pole derricks, truck cranes. E. F. Fisher, pres.; E. B. Hill (sales), W. C. Robertson (export), George Schaeffer (engr.), vice-presidents; W. S. Blakeslee, Wayne Div. sls. mgr.; R. F. Whitworth, sls. mgr. nat'l accts.; J. W. Considine, secy.; V. G. McDonagh, contr.; A. J. Lennerts, Wayne Div. mgr.; L. J. Krantz, Wayne Div. serv. mgr.; Thomas Akmon, traf. mgr.; W. G. Tuttle, dir. ind. rel.; R. J. Nymberg, spec. rep. **Det. Rep.**—H. F. McClure, branch mgr., 11934 Russell st., Detroit.

GARDNER DISPLAYS CO., 477 Melwood st., Pittsburgh 13, Pa. Exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; Geo. M. Rowland jr., vice-pres., sales mgr.; J. M. Crookston, secy.-treas.; Emil Egerter, plant supt.; John T. Zezinka, pur. agt.; **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—W. Craig Chambers, Inc., Pittsburgh 19, Pa. James F. Devine, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks, car mats, truck belts and truck brake hose. C. C. Gates, pres.; John Gates, vice-pres.; E. J. Tesdell, gen. sls. mgr.; D. D. Minshall (automotive div.), L. L. Carroll (ind. div.), sls. mgr.; Ralph Heckman, adv. mgr.; R. L. Shelton, pur. agt.; W. H. Button, traf. mgr.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding, gears, splines, rods, serrations, etc. Chisholm N. Macdonald, pres.; A. D. Macpherson, exec. vice-pres.; Mary M. Scheimer, secy. and treas.; D. D. Felske, vice-pres. sales; Ivor Gruenberg, vice-pres. engrg; R. J. Welke, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 4, Mich. Alloy castings, wire mesh conveyor belts, fabrications, metal stampings, automotive upholstery fabrics, upholstery buttons, automotive plastic trim. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 E. State st., Chicago 16, Ill. Automobile hood ornaments, bicycle ornaments, auto accessories, automobile grille ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.; Geo. Sanger, sls. mgr.

GEMMER MFG. CO., 6400 Mt. Elliott ave. Detroit 11, Mich. Steering gears. Frederick M. Hammond, pres., gen. mgr.; Frank E. Phillips, vice-pres. in chge. of sales; Chas. F. Hammond jr., vice-pres. in chge. of engrg.; Edward P. Hammond jr., secy.; William J. Riley, treas.; George Bissett, serv. mgr.; Frank I. Webster, pur. agt.; Robert Berry, asst. **Adv. Agcy.**—Witte & Burden, Detroit, Mich.

GENERAL ARMATURE & MANUFACTURING CO., Lock Haven, Pa., and Mill Hall, Pa. Armatures, generators, starters, roll holders, field coils, fractional horsepower motors and electric rotating motors designed for special application. N. T. Rockel, exec. vice-pres., gen. mgr.; A. C. Potratz, asst. gen. mgr., treas., pur. agt.; W. Skamarak, secy., works mgr.; K. G. Phillips, asst. treas., compt.; R. G. Roney, sls. mgr.; T. W. Ramsey, cf. engr. **Adv. Agcy.**—Cahn-Miller, Inc., 413 North Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALTY CO., INC., 450 West 31st st., New York 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, wks. mgr.; Dom Casale, cf. engr.; Paul Mannina, pur. agt., **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL ELECTRIC CO., Nela Park, Cleveland 12, O. All-glass sealed beam headlamps (clear and amber lens), utility lamps, spotlights, truck, miniature signal and utility lamps. F. F. Harroff, vice-pres.; W. H. Robinson jr., adv. mgr.; F. P. Nemec, pur. mgr. **Mgr. Mich. Sales Dist.** — Earl A. Anderson. **Motor City Sales Dist.**—J. W. Fleischer. **Adv. Agcy.**—B. B. D. & O., Inc., Cleveland, O. George Cozzens, acct. exec.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Alfred P. Sloan jr., chmn.; Charles E. Wilson, pres.; Albert Bradley, Harlow H. Curtice, Ronald K. Evans, Louis Goad, exec. vice-presidents; Don E. Ahrens, Harry W. Anderson, Charles A. Chayne, George W. Codrington, Harry B. Coen, John J. Cronin, Hugh Dean, B. A. Dollens, Frederic G. Donner, Harley J. Earl, Paul Garrett, Edward R. Godfrey, John F. Gordon, Harold L. Hamilton, Henry M. Hogan, Ellis S. Hoglund, William F. Hufstader, Thomas H. Keating, Carl H. Kindl, Harry J. Klingler, Roger M. Kyes, Arnold Lenz, Charles L. McCuen, Edward B. Newill, Wilbur H. Norton, Cyrus R. Osborn, Edward Riley, Mason M. Roberts, Sherrod E. Skinner, Clarence Stanley, Ivan L. Wiles, Jack F. Wolfram, vice-presidents; George Russell, treas.; Ralph C. Mark, compt.; George A. Brooks, secy.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. John J. Schumann jr., pres.; August Freise, Charles P. Fiske, Wade H. Leach, James D. Deane, G. ArDee Ames, William H. Baldwin, James A. Callan, vice-presidents; James J. Hanley, treas.; William D. Rhew, secy. **Adv. Agcy.**—Campbell-Ewald, New York, N. Y.

GENERAL PETROLEUM CORP., P. O. Box 2122, Terminal Annex, Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; C. S. Beesemyer, P. S. Magruder, exec. vice-presidents; G. L. Adams, vice-pres., dir. of mfg.; V. A. Bellman, vice-pres., dir. of mktg.; J. M. Jessen, secy.; W. Cunningham, treas.; C. H. Wartman, gen. mgr. mktg. dept.; L. M. Butterworth (gasolines), C. W. Christian (lubricants), sls. mgrs.; F. C. Meunier, adv. mgr., sales prom.; P. J. Whiteley, pur. agt.;

(Continued on Page 194)

HERE IS THE TRUCK SALES MESSAGE EVERY TRUCK OPERATOR *WANTS* TO HEAR...

Current national advertising campaign reaching 10 million readers every month.

SPECIALIZED DESIGN means Whites are *Right* for the work they are to do because with most advanced production methods and efficiency, White builds to quality standards . . . tailored to exact working conditions.

This message packs plenty of wallop because it means truck operators earn more . . . save more . . . with Whites.

That's why White is *Right* . . . year after year!

THE SALES MESSAGE with extra earning power . . . sale after sale!

A "helping hand"

Like "Power Steering"—latest of the GM driver aids it features—this current "Key" campaign advertisement is in a very real sense a "helping hand."

For it helps steer customers your way by discussing a highly popular subject —automatic devices which make driving safer, easier, less tiring.

What's more—by showing the typical GM research and engineering behind the presentation of such features—it underlines the fact that the key to a GM car is the key to better engineering and, thus, the key to greater value.

Of course, like all "Key" campaign advertisements, this will be seen in the top national magazines—usually in color, often in two-page spreads.

At Your Finger Tips *in any GM car are automatic controls that make driving safer in any weather.*

Key to carefree driving

JUST turning the ignition switch of a General Motors car calls to action a score and more of automatic devices that do everything from adjusting spark and choke to equalizing brake pressure. Others – at the push of a button—maintain visibility through storm, cold, or darkness, making driving simpler and safer.

And today automatic drives that eliminate manual gearshifting are available on GM cars, either as standard or optional equipment—Powerglide on Chevrolet, Dynaflow on Buick, Hydra-Matic on Pontiac, Oldsmobile and Cadillac.

Now comes Power Steering—the latest of all driver aids—optional on all 1952 Cadillacs, Oldsmobiles and Buick Roadmaster models. This automatic "helping hand" allows you to swing the wheel more easily—to get away from a curb—back into a parking space—make a turn. Saves four-fifths of the effort required for ordinary steering, yet you always enjoy the "feel of the wheel"—you always keep command.

In every way GM engineers are constantly striving to make driving safer, easier, less tiring. That's one more reason why the key to a General Motors car is your key to greater value.

Your Key to Greater Value — The Key to a General Motors Car

GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

BODY BY FISHER • GMC TRUCK AND COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

How GM Research Improved Power Steering. *Here you see a test car equipped with a special "steering effort" wheel that measures the force required to steer a car under various road and traffic conditions. From this type of information GM has designed a new hydraulic Power Steering unit that cuts steering effort about 80%.*

How GM Engineers Built Push-Button Windows. *To lower car windows and raise convertible tops automatically, a small electric motor pumps fluid through tubes similar to those in hydraulic brakes—and liquid pressure operates valves that do the job. Here GM engineers check an hydraulic actuator to make sure it's troubleproof.*

Who's Who in Auto Industry

(Continued from Page 192)

James Ross, asst. pur. agt.; S. A. Ironside, traf. mgr.; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—West-Marquis, Inc., 1220 Wilshire blvd., Los Angeles 17, Calif. Ted Stromberger, Jack West, acct. execs.

GENERAL STEEL PRODUCTS CORPS., 31-33 Avery ave., Flushing, N. Y. Steel hooks, shelving, automotive parts bins and storage and wardrobe cabinets. Thomas F. Kearns, pres.; Wm. M. Hamilton, vice-pres.; John F. Mahoney, secy.; Gerard F. Kehoe, treas.; Sidney M. Bleecker, gen. mgr.; Henry Maurus, wks. mgr.; S. M. Bleecker, sales mgr.; Wm. Bouwmeester, chief engr.; John J. Conway, pur. agt.; Victor Martinelli, traffic mgr.

GENERAL TIRE & RUBBER CO., 1708 Englewood ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; jet assisted take-off units; tire fabric; tools and machines; missile rockets; mechanical goods. W. O'Neil, pres., gen. mgr.; C. J. Jahant, S. S. Poor, T. F. O'Neil, C. F. O'Neil, vice-presidents; Frank W. Knowlton, secy.; T. S. Clark, treas.; A. W. Phillips, mgr. of mfg.; L. A. McQueen, vice-pres. in chge. of sales; J. E. Powers, trade sls. mgr.; K. A. Dalsky, comm. sales mgr.; R. H. Harrington, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Dean Lampman, sls. prom. mgr.; J. A. Beckett, serv. mgr.; A. R. Carr, parts and acc. mgr.; Robert Iredell, chief engr.; R. M. Graham, pur. agt.; D. A. Kepler, asst. pur. agt.; J. J. Goldie, mgr. dist.; Richard Bailey, traf. mgr.; E. B. Butler, pub. rel. mgr. **Det. Rep.**—J. A. Wilson, branch sls. mgr.; J. J. Mulcahy, mfg. sls., 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Adv. Co., Cleveland, O. S. P. Seward, acct. exec.

GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. H. L. Bill, pres., gen. mgr.; F. O. Mavis, compt.; G. A. Denison, sls. mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt. **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Channing L. Bete Co., Inc., Greenfield, Mass. Richard R. Bruce, vice-pres., acct. exec.

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GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand and air operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment, fractionating tower internals. P. H. Bills, pres.; T. C. O'Donnell, exec. vice-pres.; I. C. Jacobs, vice-pres., sls. mgr.; E. A. Sundburg, treas.; W. S. Hendry, secy., asst. treas.; A. MacDonnell, asst. to sls. mgr.; Lawrence Marchese, sls. mgr., serv. station equipment; R. B. White, adv. mgr.; H. O. Grimmelsen, wks. mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; R. E. Snider, traf. mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.** — McCann-Erickson, Inc., New York, N. Y. R. W. Van Horne, acct. exec.

GILMER CO., L. H., Div. of United States Rubber Co., Tacony, Philadelphia 35, Pa. Fan belt, "Timing" belts, v-belts, flat belts. J. R. Tomlin, wks. mgr.; W. E. Combs, sls. mgr.; E. F. Wood, asst. sls. mgr.; H. W. Weihenmayer, adv. mgr.; R. Y. Case, cf. engr.; M. J. Cunnane, pur. agt. **Det. Rep.**—P. H. Eckert, 6432 Cass ave. **Adv. Agcy.**—Geare-Marston, Inc., 21 S. 12th st., Philadelphia, Pa. J. E. Rooney, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Flashlights, pocket knives, razor knives, switch plates, Protecto-O-Shields, Miro-Lip, historical banks, key containers, chess sets, measuring spoons, letter openers, thimbles, stir sticks and cocktail pics, coasters, hotel key tags, film developing tanks, fog fighters, crystal seal horn buttons, poker chips, toothpick dispensers, luminous house numbers. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; C. N. Cahill, sales and adv. mgr. J. A. Gits jr., pur. agt. **Adv. Agcy.**—Merchandising Advertisers, Chicago, Ill.

GLADDEN PRODUCTS CORP., 635 W. Colorado blvd., Glendale 4, Calif. Air-cooled engines and motorcycles. John N. Gladden, pres. and chief engr.; J. E. I'Anson, ex-vice-pres.; G. Brashears, secy. and treas.; Ed Davey, wks. mgr.; J. Wade Brunson (eng.) sales mgr. and adv. mgr.; Howard Burrell, pur. agt. and pub. rel. mgr.

GLASER LEAD CO., INC., 31 Wyckoff ave., Brooklyn 37, N. Y. Lead Products, Babbitt metals, Body solders, Soldering pastes and salts, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.; Paul Oddo, ch. engr. **Adv. Agcy.**—Walter Scott Advertising Agency, 299 Madison Avenue, New York 17, N. Y. Herbert J. Miller, acct. exec.

GLASS LABORATORIES, INC., 407 Douglass st., Brooklyn 17, N. Y. Magnetic auto utility trays, automobile mirrors. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas.; Harry J. Freeman, works mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

GLOBE HOIST CO., 1000 E. Mermaid Lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson, chmn. of bd. F. W. Swanson jr., pres.; F. L. Bredimus, exec. vice-pres. and treas.; C. W. Brayton, secy. and dir. of purchases; Argus Leidy, vice-pres. in chge. of export sales and adv.; O. L. Dykstra, asst. treas.; Ralph R. Jones, asst. secy.; George Frey, vice-pres. in chge. of bus and truck div.; B. M. Long, sales mgr., automotive div.; Fred Werner, chief engr.; George Estel, plant mgr., Des Moines; John Hayes, plant mgr., Philadelphia; Martin Rittenhouse, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.**—Aitken-Keynette Co., Philadelphia, Pa. Marty Goldman and Michael Sloman, acct. execs.

GLOBE-UNION INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. Wyeth Allen, pres.; G. C. French and C. O. Wanvig jr., vice-pres.; Wm. Wanvig, secy.; R. W. Conway, treas.; E. T. Foote, vice-pres of sales; W. E. Anderson, vice-pres. of battery sales; A. B. Morse, adv. mgr.; L. Hundt, asst.; J. F. Harper, vice-pres. and cf. engr.; S. F. Wasserman, pur. agt.; J. J. Firer, traffic mgr.; H. Wilde, pub. rel. mgr. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg. **Adv. Agcy.**—Klau-Van Pietersom - Dunlop - Associates, Inc., Milwaukee, Wis. Burt Hotvedt, acct. exec.

GLOSTEX PRODUCTS INC., 615 N. Aberdeen st., Chicago 22, Ill. Automobile seat covers. I. Herman, pres.

GOODALL FABRICS, INC., 525 Madison ave., New York, N. Y. Automotive upholstering fabrics and carpets. Elmer L. Ward, pres. and treas.; F. E. Nutter, vice-pres.; E. N. Chamberlain, secy.; Paul Carr, vice-pres. and gen. mgr.; C. A. Callahan, wks. mgr.; G. A. Brown, sales mgr., automotive div.; Albert L. Morse, adv. mgr.; Chesley Grant, pur. agt.; A. Erlanson, traffic mgr.; Steve Gilligan, pub. rel. mgr. **Det. Rep.** G. A. Brown, mgr. automotive div., 1703 Fisher bldg., Detroit 2. **Adv. Agcy.**—Ruthrauff and Ryan, New York, N. Y. Kenneth D. Stewart, acct. exec.

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GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, mechanical goods, aviation products, Pliofilm, airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; J. M. Linforth, vice-pres.; R. S. Burnham, mgr. Manufacturers Sales Dept., Akron, O. **Det. Reps.**—P. K. Coe, asst. to vice-pres., F. W. Telford, J. A. Lawrence, J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain and J. C. Melby.

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GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, Shop caddy, Fork-LiftStacker, portable shop cranes, elevators, and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; Wm. T. Bardouski, gen. mgr. and sales mgr.; Al Marthens, adv. mgr.; H. A. Lundin, sev. mgr.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Al Marthens, Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Shirley Wolfe, secy. and treas. Victor Pribil, chief engr.

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GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, wet-cutting conversion units for hones, oil changers. Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and works mgr.; E. Roels, pur. agt. **Adv. Agcy.**—Huwen Co., Chicago, Ill.

GREAT LAKES STEEL CORP., div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 18, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. G. R. Fink, pres.; E. L. Wetstein, vice-pres. in chge. of sales.

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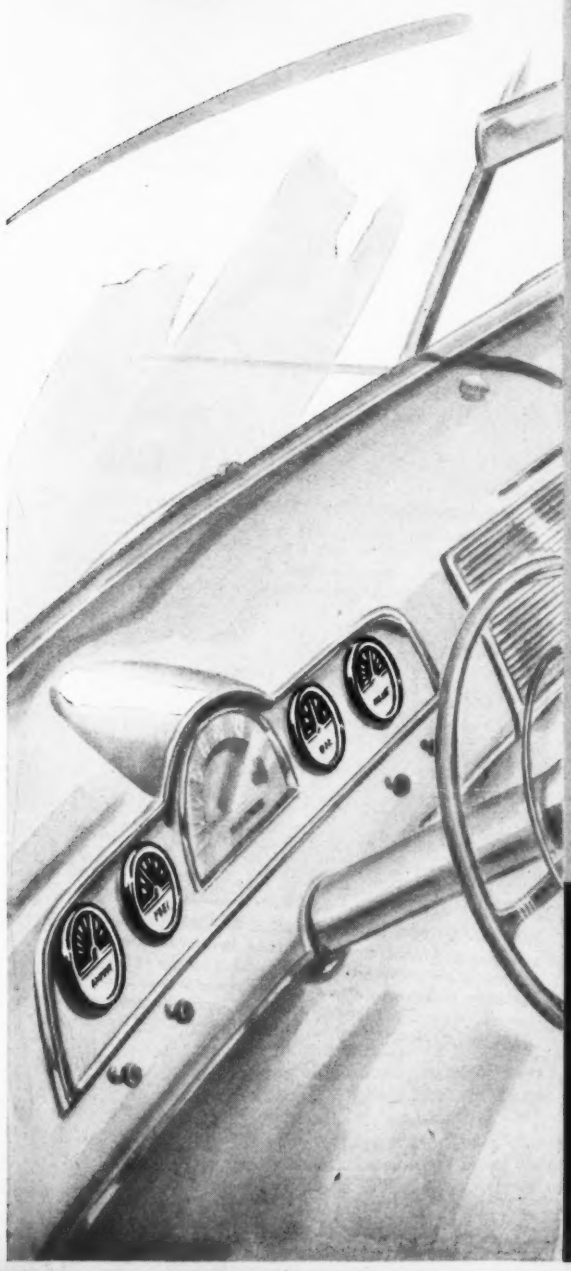
GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; Supt. P. A. LaFiamme, works mgr. A. E. Chandler, chief engr. **Det. Rep.**—Chas. A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD CO., 4417-19 W. Rice st., Chicago 51, Ill. Automotive specialties and sun visors. Alec Greenfield, pres.; Martin D. Greenfield, vice-pres.; Seymour Schmidt, works mgr.; Richard K. Merar,

(Continued on Page 195)



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(continued from Page 194)

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GREENFIELD TAP & DIE CORP., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, pipe threading sets. Donald G. Millar, pres.; H. L. Bill, vice-pres. and gen. mgr.; J. B. Roys, secy. and treas.; L. F. Hunderup, asst. gen. mgr.; E. R. Koonz, works mgr.; W. J. Eberlein, vice-pres. sales; R. C. Helbig, adv. mgr.; R. Badertscher, serv. mgr.; O. E. Koehler, chief engr.; J. W. Harrington, pur. agt.; W. B. Hayes, traffic mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd. **Adv. Agcy.**—Channing L. Bete, Inc., Greenfield, Mass.. R. Bruce, acct. exec.

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GREGG CO., THE F. B., INC., London rd., Delaware, O. Production type Dee-Line house to house milk, bakery and general utility delivery bodies and conversions. F. B. Gregg, pres.; J. D. Burke, vice-pres. and sales mgr.; H. A. Humes, secy.- treas. **Adv. Agcy.**—Advertising Council, Inc., Columbus 12, O. Bernard L. McGraner, acct. exec.

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GROBOSKI INDUSTRIES, 6055 S. Ashland ave., Chicago 36, Ill. Styleking auto door visors and universal all weather door visors. Joseph Groboski and John Groboski, partners; Alice Sullivan, secy.; Earl R. Quiding, asst. sales mgr.

GROSS MFG. CO., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr. & pur. agt.; A. E. Pike, works mgr.; H. D. Wexelberg, sales mgr.; R. E. White, traffic mgr. **Adv. Agcy.**—Tilds & Cantz, 6461 Sunset blvd., Los Angeles 28, Calif.

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GROTE MFG. CO., INC., Lafayette and Grandview ave., Bellevue, Ky. Fog lamps, stop and tail lamps, marker lamps, directional signals, flares, reflectors, rear view mirrors, W. F. Grote, pres., gen. mgr.; Martin Fiege, E. Q. B. Henriques, vice-presidents; Mark Grote, secy., pur. agt.; W. D. Grote jr., treas. and pub. rel. mgr.; Martin Fiege, works mgr.; L. R. Peloquin, sales, adv. mgr.; F. E. Wiley, chief engr.; C. F. Stuhlreyer, bus. mgt. dir.; C. A. Vogel, traffic mgr. **Adv. Agcy.**—Wilson Adv. Agency, Provident Bank bldg., Cincinnati, O. Ross H. Wilson, acct. exec.

GROVER CO., 25525 W. 8 Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. and adv. mgr.; A. M. Grover, secy. and treas.; W. M. Van Otteren, vice-pres. and works mgr.; P. J. Bernardi, sales mgr.; F. J. Phelps, serv. mgr.; B. J. Erdely, chief engr.; K. McLean, traffic mgr. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit, Mich. **Adv. Agcy.**—Charles M. Gray and Associates, 18718 Grand River ave., Detroit 23, Mich.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns. C. A. Roesch, pres.; John W. Garver, vice-pres., secy., treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, sales prom.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, relays, voltage regulators, horn relays, light relays, starter switches, dimmer switches, stoplight switches, accessory switches, starter and generator brushes, bushings, magneto contacts, carburetor parts, spark plug wire sets, battery cables, wire and cable. Marco Hecht, pres.; B. M. Hecht, gen. mgr.; A. Villiers, sales mgr. **Adv. Agcy.**—Spitz & Webb Adv., Syracuse, N. Y.

GUIBERT STEEL CO., 1716 Youghiogheny ave., Pittsburgh 4, Pa. Guibert products, convertible tow crane, tow lift bars, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres. and gen. mgr.; Miss M. G. Stewart, secy.; G. E. Brown, treas.; L. W. Priddy, works mgr.; W. W. Myer, pur. agt.; W. G. Huttinger, prod. engr.; J. E. Drylie, asst. sales mgr.

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GUNITE FOUNDRIES CORP., Rockford, Ill. Heavy-duty brake drums, truck and trailer wheels, Gunite (processed gray iron) cylinder liner castings, Gunite chankshaft castings, malleable iron castings, steel castings. D. P. Forbes, pres.; J. A. Forbes, vice-pres. and gen. mgr.; N. J. Schmidt, secy. and treas.; F. A. Christoffer, sales mgr.; Charles E. James and Robert Bremmer, drum and wheel salesman; S. A. Malthaner, chief engr.; Ward Williams, pur. agt.; Alex D. Forbes, traffic mgr. **Adv. Agcy.**—Hollingsworth & Collins, Rockford, Ill. Budd Reesman, acct. exec.

GUSTIN BACON MFG. CO., 1416 W. 12th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, vice-pres.; F. H. Ebbert, vice-pres. **Det. Office**—J. G. Neal, 408 Fisher bldg., Detroit, Mich.

H

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H & H PRODUCTS MFG. CO., 306 Boyd st., Los Angeles 13, Calif. Portable: Battery re-ionizers and fast chargers in combination with or without air compressor for tire inflation or paint spraying. Battery testers. E. F. Henkle, pres.; L. P. Henkle, vice-pres.; W. C. Monroe, gen. mgr. and sales mgr.; B. L. Roberts, works mgr. and pur. agt.

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H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.; Walter Carlton, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. W. H. Spinning, acct. exec.

HACKNEY BROS. BODY CO., Herring ave. Ext., Wilson, N. C. Low and medium temperature refrigerator bodies, van bodies, school bus bodies. T. J. Hackney, pres., gen. mgr. and asst. sales mgr.; W. E. Titchener, vice-pres. and wks. mgr.; T. J. Hackney jr., secy., treas. and sales mgr.; J. M. Daniel jr., chief engr.; B. J. Williams, pur. agt. **Adv. Agcy.**—R. W. Youngsteadt, P. O. Box 2082, Raleigh, N. C.

HAFNER ASSOCIATES, INC., Empire State Bldg., New York 1, N. Y. Plastic fabrics. Henry A. Hafner pres.; K. Knoecklein, Edward Welti, vice-presidents; Dorothy Hafner, secy.; A. Stork, treas.; Charles Pulaski, sales mgr. **Det. Rep.**—Getsinger-Fox, 1715 Fisher Bldg. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. Kingsley E. Humbert, acct. exec.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. D. Herbert Spangler, pres., gen. and sales mgr.; Irvin F. Burkey, vice-pres.; Edw. C. Smith, secy., treas.; J. Wm. Putt, chief engr. and vice-pres.; L. A. Reigel, pur. agt.; G. D. Gambler, supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive headlamps, tail lamps, fog lights, back-up lights, die castings, stampings, etc.; also bicycle lights, generators, exhaust pipes, etc. A. B. Hartz, chmn. of bd.; Leonard O. Zech, pres.; C. W. Anklam, vice-pres. eng. res. div.; R. F. Eberline, vice-pres. sales; L. Orjada, vice-pres. mfg.; A. B. Hartz, secy. and treas.; P. Bowers, asst. secy.; R. Suabedessen, contr.

HALL PLANETARY CO., Fox st. and Abbotsford ave., Philadelphia 29, Pa. Planetary threadmilling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling; arbors. Henry J. Leisner, pres. and treas.; Chas. K. Lennig jr., vice-pres., secy., sales mgr.; Clarence A. Duffany, chief engr.; Michael P. Lopinski, pur. agt. **Det. Rep.**—J. C. Austerberry's Sons, 332 Curtis Bldg., Detroit 2, Mich.

HALL PRODUCTS, INC., 330 S. Mill st. and 2343 N. Main st., Mishawaka, Ind. Automatic sedan rear door safety lock. Forrest G. Hall, pres. and treas.; Marie Miller, secy.

HAMILTON-WADE COMPANY, 52-62 Hav-

(Continued on Page 196)

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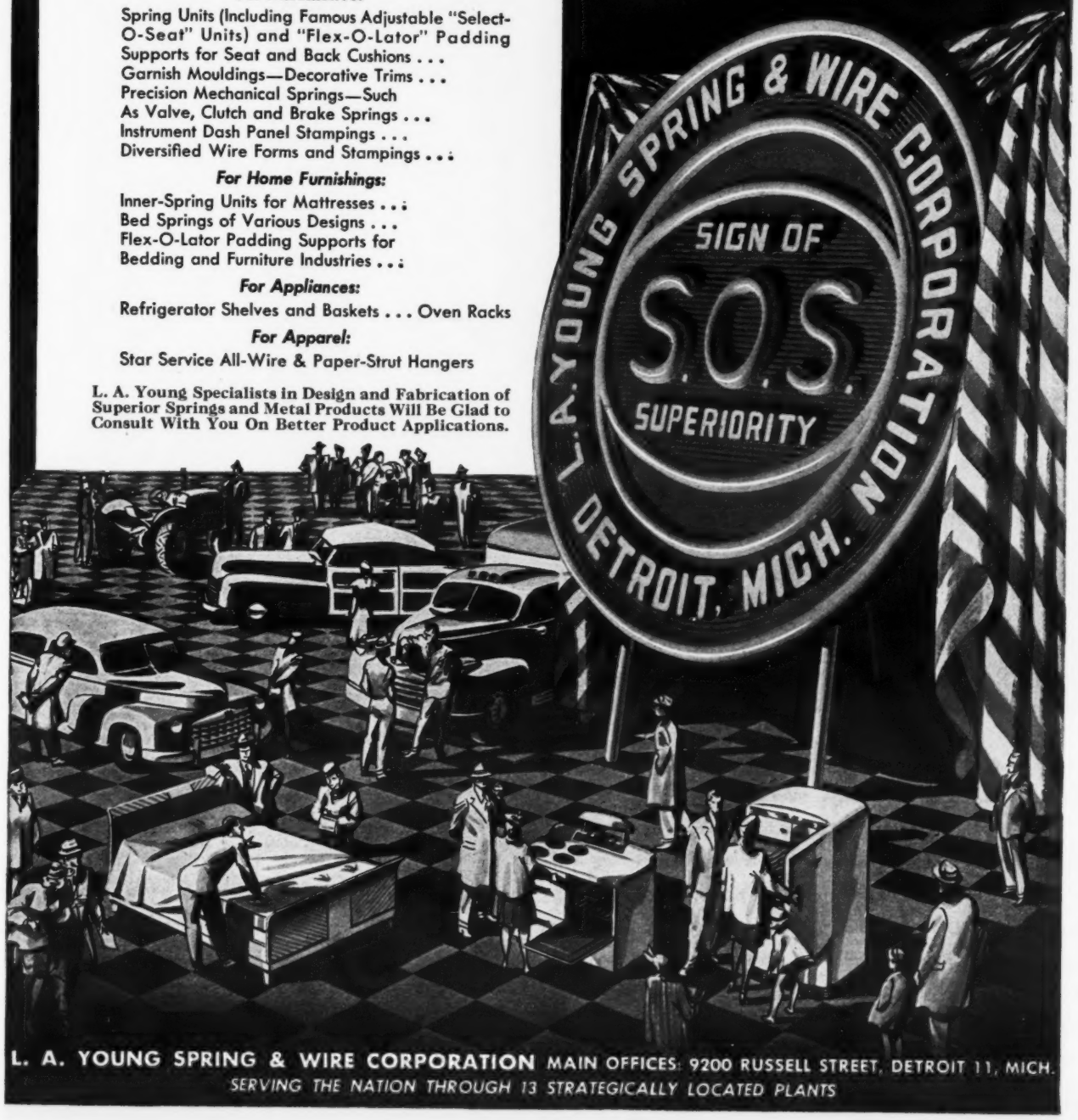

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SERVING THE NATION THROUGH 13 STRATEGICALLY LOCATED PLANTS

Who's Who in Auto Industry

(Continued from Page 195)

erhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). James Christie, pres., treas., gen. mgr.; Freeman A. Fisher, vice-pres., sales mgr., pur. agt.

HAMLIN METAL PRODUCTS CO., Akron 8, O. Automotive parts and accessories, stamped assemblies, hardware, toys, bicycle accessories, stampings (steel, brass, aluminum). M. D. Walklet, pres.; J. A. Loftus, vice-pres.; M. D. Walklet, vice-pres. and gen. mgr.; C. Beringer, secy.; L. H. Amer, treas.; C. E. Brimston, works mgr.; Glenn P. Garrett, sales mgr.; J. Mason Young, asst. sales mgr.; J. W. Tannehill, pur. agt. **Det. Rep.**—J. Mason Young, 7338 Woodward ave., Detroit.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales mgr.

HANCOCK MFG. CO., 225 N. Horton, Jackson, Mich. Automotive hardware. R. W. Hancock, pres. and gen. mgr.; G. P. Hooper, vice-pres.; E. F. Gauss, secy. and treas.; J. D. Donahue, works mgr.; L. George Hooper, sales mgr.; Rollo Marple, chief engr.; L. L. Henning, pur. agt.; F. C. Janke, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg. **Adv. Agcy.**—Guy C. Core, Jackson, Mich.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 11, O. Fluid Line couplings, hose fittings. F. E. Hansen, pres.; R. J. Borneman, vice-pres. and gen. mgr.; E. C. Wrahse, asst. secy. and treas.; J. A. Becks, works mgr.; L. J. Hansen, asst. gen. mgr. and sales mgr.; M. J. Nelson, chief engr.; Wm. A. Drexler, pur. agt.; W. Berwine, traffic mgr. **Det. Rep.**—Wm. H. Nash Co., 10300 Grand River. **Adv. Agcy.**—R. T. Brandt, Inc., B. F. Keith bldg., Cleveland, O.

HARDING MFG. CO., INC., 10600 Gratiot ave., Detroit 13, Mich. Plating, Dust-All tack rags and tack cloths. George W. Harding, pres.; A. E. Betteley, vice-pres. and secy.; Robt. F. McCarthy, adv. mgr.; A. G. Zimmerman, pur. agt. **Adv. Agcy.**—S. E. Schneider Advertising, Detroit, Mich.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Walter C. Davidson, secy.; Joseph Kilbert, sales mgr. (domestic); E. V. Gumpert, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv. mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Roger Loew, acct. exec.

HARRIS PRODUCTS CO., 1929 E. 61st st., Cleveland, O. Rubber bushings, Torflex flexible bearings, extended rubber bearings, rubber bushed shackles. C. H. Bitzer, chmn. of the bd.; N. D. Baker III, pres.; R. G. Bradley, vice-pres. sales; D. T. Bradley, vice-pres. engrg.; Carl Dautel, treas.; J. M. Carter, secy.; Ted Drake, exec. engr.; W. E. Fisher, pur. agt. **Det. Rep.**—L. C. Winslow, 16583 James Couzens, Detroit 21. **Chicago Rep.**—F. C. Hitzeman, 2400 W. Madison, Chicago, Ill.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Radiators, car heaters, defrosters, thermostats, oil coolers, heat exchangers. D. B. Whitney, gen. mgr.; G. H. Hetley, div. compt.; C. P. Hart, gen. sales mgr.; L. J. Schneider, asst. sales mgr. (automotive); Frank J. van Horn, asst. sales mgr. (heat exchanger); K. F. Covert, adv. mgr.; M. J. Wick, supt., field serv.; J. R. Holmes, chief engr.; H. F. Berkdoll, mgr. mat. and pur.; C. A. McNaboe, pur. agt.; G. H. Harrer, traffic mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit 2, Mich. Wayne White, acct. exec.

HART PRESSED STEEL CORP., 3306 Hammond ave., Elkhart, Ind. Truck body parts, aluminum and steel contour panels, bus panels, experimental and special steel sections. F. E. Hartnell, pres.; R. A. Croy, prod. engr.; G. C. (Jim) Heath, sales engr. truck body section; R. F. Fields, sales engr. bus, trailer & special parts section. **Adv. Agcy.**—Staley Advertising Agency, Fort Wayne, Ind.

HARTFORD STEEL BALL CO., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper), glass, retainers, cutting and burnishing barrels. C. H. Abbott, pres.; T. H. Abbott, exec. vice-pres., sales mgr.; A. S. Bill, secy.; S. E. Stockwell, treas., wks. mgr, chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—E. W. Robotham & Co., Hartford, Conn.

HARWILL, INC., 400 Water st., St. Charles, Mich. Aluminum and custom-built truck bodies. A. S. Brennan, pres.; L. B. Harkins, vice-pres., gen. mgr. and adv. mgr.; Douglas Wiltse, secy.; Leon Harkins, treas., works mgr. and pur. agt.; Douglas Wiltse, sales mgr.; Louis Wend, asst. sales mgr.; William Clark, serv. mgr.; Phillip Leivo, chief engr.; Tony Harkins, parts & acc. mgr.; Morton Harkins, traffic mgr.

HASKELITE MFG. CORP., 701 Ann st., Grand Rapids 2, Mich. Metal-clad plywood for truck bodies and other commercial uses. George Redlin, pres.; E. W. Stoner, vice-pres. in chge. of sales; William Verhey, vice-pres. in chge. prod.; W. B. Tebeau, adv. and sales prom. mgr.; B. J. Werk, sales mgr.; J. A. Potchen, chief engr.; B. J. Werk, F. W. Mitchell, pur. agts. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSELL MFG. AND DISTRIBUTING CO., DENTON, 739 W. Nine Mile rd., Ferndale 20, Mich. Ford fender streamers and ornaments, Pontiac fender ornaments, Chrysler protecto shields, Ford protecto shields, Chevrolet gas door guards, Oldsmobile gas door guards. Denton Hassell, owner; E. Anderson, gen. mgr.; Wm. Andrews, wks. mgr. **Det. Rep.**—Herman Weiss, 604 Donovan bldg., Detroit. **Adv. Agcy.**—Davis Daniels, Inc., Detroit, Mich. Robert Molnar, acct. exec.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges, Casite and "drout" tools. Aben E. Johnson, pres. and gen. mgr.; Stephen I. Johnson, exec. vice-pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, sales mgr.; Byron K. Fletcher, asst. sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur. agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind.; R. B. Roberts and L. H. Stormont, acct. execs.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Edward E. Jonke, pur. agt.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. Automotive fans, mufflers, mouldings, auto ventilating blower units. (Subsidiary, Litemetal Diecast, Inc., 1927 Wildwood ave., Jackson, Mich.) Die castings from aluminum and magnesium. C. B. Hayes, chmn. of bd.; E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, vice-pres. and asst. gen. mgr.; Donald Bender, chief engr.; W. J. Donahue, secy. and treas.; R. J. Welihan, sales mgr.; G. E. Clever, pur. agt.

HAYES MFG. CORP., 551 7th st., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Edgar Washburn, vice-pres.; Eugene H. Glaettli, vice-pres. and contr.; Edward J. Lavallee, vice-pres.; August L. Nelson, vice-pres.; C. L. Carliey, pur. agt.; F. Van Domelen, asst.; L. Kloet, traffic mgr.; J. Rybarsyk, pub. rel. dir. **Det. Rep.**—H. A. Holmes, 710-711 Fox Theater bldg.

HECKETHORN MFG. & SUPPLY CO., 121 W. Alamo, Littleton, Colo. Shock absorbers, air blow guns and water nozzles. D. E. Buchanan, pres.; W. R. Heckethorn, vice-pres. (sales); Robert A. Allen, secy.; R. N. Galuppo, treas.; R. E. Duboc, vice-pres. (prod.); F. S. Cowing, works mgr.; L. T. Lathrop, sales mgr.; Richard Crain, asst. sales mgr.; John Hamill, adv. mgr.; W. E. Dowling, chief engr.; J. J. Devlin, pur. agt. J. E. McLean, traffic mgr. **Det. Rep.**—Howard Haarer, 73 Hawthorne blvd., Grosse Pointe Shores 30, Mich. **Adv. Agcy.**—MacGruder-Bakewell-Kostka, Inc., Denver, Colo. George Bakewell, acct. exec.

HEGO FABRICS CO., 469 Seventh ave., New York 18, N. Y. Automotive seat cover fabrics, orlon industrial fabrics. Herman E. Goodman, pres., sales mgr.; Milton Lowenstein, vice-pres., asst. sales mgr. **Adv. Agcy.**—Gilbert Advertising Agency, New York, N. Y. Richard Gilbert, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, sanitation bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport tanks, milk truck tanks, L. P. G. transport tanks, aircraft refuelers, street flushers, road machinery. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; Leonard Conrad, gen. wks. mgr.; John Barclay, gen. sales mgr.; Tom Burress (tanks), Robert Miller (road machy.), W. Carlson (hoists & bodies), sales mgrs.; Fred Zwanzig, serv. mgr.; Arnold Meyer, vice-pres., engrg.; H. F. Pugh, adv. & sales prom. mgr.; Edward Fellows, dir. of pur.; John Norton, traffic mgr. **Det. Rep.**—Fred Ehlert, 725 Fisher bldg., Detroit. **Adv. Agcy.**—Hoffman & York, Milwaukee, Wis. Scott Fitz, acct. exec.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; W. Helander, works mgr.; R. J. Raht, sales mgr.; H. J. Scullin, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HELI-COIL CORP., Danbury, Conn. Heli-Coil screw thread inserts for permanent tapped threads in metals, plastics, wood, etc. (Also used to salvage stripped threads and replace broken studs.) L. R. Ripley, pres.; E. Baruch, vice-pres.; E. M. Lang, vice-pres.; H. W. Cram, dir. of engrg., standards and research; C. E. Gischel, sales prom. mgr.; J. O. Forster, chief engr. **Det. Rep.**—Hodgson-Geisler Co., 18917 James Couzens. **Adv. Agcy.**—O. S. Tyson & Co., 230 Park ave., New York 17, N. Y.

HELLER BROTHERS CO., Heller drive, Newcomerstown, O. Files (American pattern, milled tooth (Vixen), Swiss pattern, rotary, bumping); hammers (ball pein, tire, dinging, bumping, roughing, finishing, trimmers', upholsterers'); dolly blocks, auto body spoons, chisels, punches, bearing scrapers. Geo. H. Hodapp, pres.; L. C. Smith, vice-pres., chge. sls.; T. McCurdy Marsh, secy.; E. M. Steenburgh, asst. secy.; Wendell Yanai, compt.; F. C. Watkins, sales mgr.; F. Schwindiman, J. D. Nicklis, asst. sales mgrs.; J. Goodall, pur. agt. **Det. Rep.**—G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLER & CO., W. C., 2591 Express rd., Montpelier, O. Show cases, cabinets and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; W. C. Heller, secy., sales mgr. and adv. mgr.; J. B. Heller, treas.; R. L. Heller, works mgr.; P. L. Heller, pur. agt.; H. C. Neefe, traffic mgr.

HELM ACCESSORIES, INC., 5944 Casmere, Detroit 12, Mich. Genuine gold & chrome plated hood ornaments, custom made bases and fittings to eliminate drilling. Fred Helm, pres., gen. & sales mgr.; Carl G. Dahlen, vice-pres.; Florence Sarut, asst. sales mgr.

HELMS INDUSTRIAL DEVELOPMENT CO., national sales office, 62B Keeler bldg., Grand Rapids, Mich. Factory: Birdsboro, Pa. J. B. Montgomery, pres.; R. I. Mitchell, vice-pres.; William Lake, vice-pres.; W. N. Erickson, sales mgr.; Don Williams, asst. sales mgr.; Mildred Vandecar, sales correspondent. **Adv. Agcy.**—James Reed, Grand Rapids, Mich.

HENDERIZE, INC., 5667 Freeport blvd., Sacramento 18, Calif. Plastic base, mineral pigment spray for coloring fabrics. Ray D. Henderson, pres.; Wm. H. Cummings, vice-pres. sales prom.; Ed P. Williams, treas. and office mgr.; Ed Peterson, chief engr. **Det. Rep.**—C. C. Joslyn, 4199 Bedford. **Adv. Agcy.**—J. Walter Thompson Co., San Francisco, Calif. Everett Zeigler, acct. exec.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; Jack Logan, (San Pedro store), vice-pres.; Jack Cincotta, pur. agt. **Adv. Agcy.**—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 159-34 Riverside dr. West, New York City 32, N. Y. Sales agency, tire changers, universal tire spreaders, truck tire bead breakers. Jack P. Hennessy, pres. and gen. mgr.; Jack P. Hennessy jr., vice-pres., sales and adv. mgr.; James Hennessy, secy. and pur. agt.; Robert Hennessy, treas. and serv. mgr. **Adv. Agcy.**—Fairall Co., Des Moines, Iowa.

HERBRAND DIV., Bingham - Herbrand Corp., Fremont, O. Forgings: Connecting rods, steering knuckles, axles, other precision forgings for vehicles. Tools: Wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. R. W. Kerr, pres. and gen. mgr.; C. Traub Gottron, treas.; D. Else, wks. mgr.; A. R. Said, vice-pres. of sales; Colman O'Shaughnessy, dir. of sales plan. and merch.; T. H. Smith, asst. sales mgr.; Marshall Bixler, chief engr.; R. W. Hellwig, pur. agt. & traffic mgr. **Det. Rep.**—R. O. Mead, vice-pres., 8-253 General Motors bldg., Detroit. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. E. J. Lund, acct. exec.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Insulated meat packer bodies, panel and other commercial truck bodies. George M. Specht, Fred R. Specht, Gilbert D. Barry, officers.

HERCULES MOTORS CORP., 101 11th st., S. E., Canton 2, O. High speed, heavy duty, water cooled, internal combustion engines (gas, gasoline, kerosene, butane-propane and diesel). Charles Balough, pres., gen. mgr.; John C. Keplinger, exec. vice-pres.; M. C. Kuepfer, vice-pres., chge. prod.; A. R. Miller, vice-pres., chge. pur., traf.; J. D. Cook, secy.-treas.; D. W. Latta, vice-pres.; F. H. Geisler, sls. mgr.; C. O. Jewell, serv. dir.; Dr. E. A. V. Horiak, cf. engr., diesel; G. W. LaSalle, cf. engr., gasoline. **Adv. Agcy.**—The Jay H. Maish Co., Marion, O. Ralph Heischman, acct. exec.

HERCULES STEEL PRODUCTS CORP., Sherman st., Galion, O. Hydraulic hoists and dump bodies for motor trucks. Power chutes for handling coal, lime and fertilizer spreaders. Concrete hauling units. Load-N-Gate. E. P. Monroe, pres., gen. mgr.; G. C. McClure, vice-pres.; D. G. Strother, secy.; J. R. Mellish, treas.; D. B. Crissinger, sls. dept.; C. Wisler, parts and acces. mgr.; K. J. King, cf. engr.; C. R. Heinlen, pur. agt. **Det. Rep.**—R. E. Morris, 3105 E. Grand blvd., Detroit, Mich. Howard Einstein (commercial equipment), 415 New Center bldg., Detroit, Mich. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, acct. exec.

HERMAN BODY CO., 4400 Clayton ave., St. Louis 10, Mo. Refrigerated and standard forward control and flat face cowl delivery bodies, rear unit, van type delivery bodies. Herman Plew, pres., treas.; J. Y. Hewitt, vice-pres., chge. sls.; J. A. Alvarez, compt.-secy.; Edward F. O'Brien, wks. mgr.; Earl Plew, prod. mgr.; Ray W. Cox, mgr. adv., sls. prom.; Louis J. Schaedler, sls. mgr. (refrigeration div.); James Plew, sls. mgr. (bottlers div.); Irwin W. Busse, sls. mgr. (standard body div.); Victor Kuba, cf. engr.; Frank Corpening, pur. agt.

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit 12, Mich. Metal mouldings, rolled sections, metal trims. O. L. Herron, pres.; O. D. Herron, vice-

(Continued on Page 197)

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While influential American women lead the way to lively new concepts of color usage, color-timid American men are being forced to abandon the dull monotony of drab, lifeless colors. That is why the manufacturers of America's finest cars are turning to deeply rich R-M "Glamour" colors . . . for added sales appeal, added user pleasure, added durability. • R-M "Glamour" colors complement the finest cars in America; boost the market value of countless products of American industrial skill.

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Manufacturers of Industrial, Automotive and Architectural Paints • Lacquers • Enamels • Varnishes and Undercoats

Who's Who in Auto Industry

(Continued from Page 196)

pres., secy.; J. H. Zimmers, vice-pres., treas.; Dudley Hunter, works mgr.; Wm. Oppels, chief engr.; M. Behaghe, pur. agt. **Adv. Agcy.** — Brindley-Roth, Detroit 26, Mich.

HERSHEY METAL PRODUCTS, INC., Automotive Parts Div., Derby, Conn. Front end suspension parts, tie rod ends, king bolts, coil springs. P. H. Hershey, pres., treas.; A. P. Krueger, vice-pres.; J. A. Frey, secy.; W. J. Maloney, wks. mgr.; A. E. Keough, sales mgr.; W. A. Archer, chief engr.; R. A. Nagel, pur. agt. **Adv. Agcy.**—Ted Somers, Inc., Bridgeport, Conn.

HEWITT RESTFOAM DIV., Hewitt-Robins Inc., 240 Kensington ave., Buffalo 5, N. Y. "Restfoam"—foam rubber cushioning. Thomas Robins jr., pres.; B. T. Moffatt, vice-pres., gen. mgr.; G. F. Goodyear, secy.; W. F. Watkins, treas.; H. D. Herbert, sls. mgr.; E. M. Perrin, H-R adv. mgr. **Det. Rep.**—George P. Hooper, 1914 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. R. A. Richardson, acct. exec.

HEYER INDUSTRIES, INC., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up equipment, fast chargers, battery testers, battery chargers. B. F. W. Heyer, pres.; A. P. Heyer, treas. **Adv. Agcy.**—Burke-Dowling-Adams, Montclair, N. J.

HICKS BODY CO., INC., 943 Indianapolis ave., Lebanon, Ind. Bus bodies, sheet metal stampings and parts. Earl M. Hicks, chmn. of bd.; Russell C. Hicks, pres.; Marvin J. Hicks, vice-pres.; Howard G. Hicks, secy.; Lowell L. Hicks, treas.; Harold J. Selby, sls. mgr.; Charles E. Martin, adv. mgr.; Clarence W. Wahl, cf. engr.; Roy Hicks, pur. agt.; Floyd E. Louck, parts. and acc. mgr.

HIGBIE MANUFACTURING CO., Fourth and Water sts., Rochester, Mich. Manufacture and fabricate small diameter high pressure "Fusionweld" steel tubing for automotive, stove and refrigeration industries. Metal forming and finishing, specializing in simulated wood and other decorative finishes on metal and wall board for automotive, refrigeration, radio and television industries. Polishes, waxes, buffing compounds and rubbing compounds. Fishing reels. E. P. Robinson, sls. mgr. (tubbing div.); R. F. DeBoer, sls. mgr. (graining div.); R. Masters, sls. mgr. (polishes and waxes); Glenn Barnett, sls. mgr. (fishing reel div.).

HIGHWAY SAFETY APPLIANCES, INC., 1381 Marshall ave., St. Paul 4, Minn. Traction sanders for trucks, buses, passenger cars and other automotive equipment, special sanders for streetcars and railroad equipment, Elston safety grit for use in sanding equipment. Samuel Frank, pres.; W. K. Headley, vice-pres., gen. mgr.; Fred L. Doud, secy.-treas.; Carl F. Anderson, cf. engr.; Edw. W. Janneck, pur. agt.; Ann B. Zeigner, traf. mgr. **Det. Rep.**—J. A. Brown, 108 Newburn dr., Pittsburgh 16, Pa. **Adv. Agcy.**—Baxter & Daline, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

HIGHWAY TRAILER CO., 421 East Fulton st., Edgerton, Wis. Truck trailer, semi and full; trailer tanks, truck tanks; bulk cement trailers; pipe, pole and logging trailers; utility trailers, truck bodies; earth boring machines; winches; power take-offs. H. L. Charlton, pres.; F. C. Gokey, exec. vice-pres.; H. J. Meagher, vice-pres., treas.; L. E. Craig, vice-pres., gen. mgr. sls.; E. W. Marchand, vice-pres., chge. mfg.; G. P. Knudson, cf. engr.; J. W. Sheilnut, pur. agt.; S. T. Ramey, sls. prom., adv. mgr.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

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HOBBS CORP., JOHN W., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, electric-operating grease guns, engine hour meters. J. W. Hobbs, pres. & gen. mgr.; H. D. Chance, vice-pres.; F. Lee Farmer, vice-pres., sales mgr.; A. Kubish, wks. mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.**—J. H. McPhail, 1018 Fisher bldg., Detroit, Mich.

HOLCOMB & HOKE MFG. CO., INC., 1545 Van Buren st., Indianapolis 7, Ind. MotoSaver; automobile cooling system cleaner and H & H Visible fast oil changer. Frank Hoke, pres. and gen. mgr.; Fred Hoke, vice-pres. and treas.; Lawrence H. Brink, secy.; A. S. Carroll, sales mgr. **Adv. Agcy.**—A. V. Grindle, Indianapolis, Ind.

HOLFAST RUBBER CO., 1486 Lakewood ave., Atlanta 1, Ga. Automotive rubber products, such as fan belts, radiator hoses, tapes. L. V. Baker, pres., treas.; H. C. Rosendorf, exec. vice-pres., gen. mgr.; Phillip C. Ebeling, secy.; Harry Kenney, wks. mgr.; Jack Morse, sls. mg.; J. N. Moss, asst. sls.; John Schell, cf. chemist; John Parry, cf. engr.; Harold Simpson, traf. mgr. **Det. Rep.**—Phillip B. Vest, c/o Warehousing Service Co., 477 Selden ave. **Adv. Agcy.**—Mozley, George & Woollen, Atlanta, Ga. Fred A. George jr., acct. exec.

HOLLEY CARBURETOR CO., 5930 Vancouver ave., Detroit 4, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of bd.; Earl Holley, pres.; Geo. M. Holley jr., exec. vice-pres.; M. C. Carpenter, E. R. Stroh, asst. sls. mgrs.; Carl H. Hofmeister, vice-pres., mfg.; J. C. Holley, vice-pres., chge. sls.; E. V. Moore, treas., vice-pres., finance; W. Bailey, serv. sls. & adv. mgr.; N. A. Miles, secy., cf. ind. and bus. rel.; M. J. Kittler, cf. engr.; Bob C. Lift, serv. mgr.; H. C. Webb, cf. pur. agt.; N. Dann, asst. pur. agt.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden, N. J. Aviation, industrial, automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, pres.; T. J. Bagley, exec. vice-pres.; L. M. Olson (auto div.), J. R. Jagger (Canadian div.), vice-presidents; W. H. Lukens, vice-pres., gen. sls. mgr.; C. R. Ferris, secy.-treas.; J. R. Flynn, contr.; O. J. Blank, plant mgr.; O. H. Timms, pur. agt.; J. P. Reese, traf. mgr.; V. M. Mantz, research dir.; A. L. Moore, cf. chemist.; G. Abraham, prod. mgr.; Miles Powell (automotive), sls. mgr.; L. Hicks, export mgr.; R. E. Conley, adv., prom. mgr.; Mark Wilson, art. dir. **Adv. Agcy.** — Campbell - Mithun, Inc., Palmolive bldg., Chicago, Ill. William Lotz, acct. exec.

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HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner. Hypressure Jenny compounds. Homestead valves. W. R. Schuchman, chairman of board; F. E. Schuchman, pres. and gen. mgr.; Don H. Krey, gen. sales mgr.; Kay R. Lemmer, mgr. valve sales; Elliott G. Johnson, adv. mgr.; John Force, chief engr.; Millard F. Jones, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. E. V. Hudson, acct. exec.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; C. E. Johnson, vice-pres., gen. mgr.; D. Gust, wks. mgr.; R. W. Green, serv. mgr.; J. S. Jennings, cf. engr.; A. Sucksdorf, pur. agt. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. C. W. Lighthall, pres., gen. mgr.; W. Arnold, vice-pres.-secy.; W. Watrous, treas.; D. W. Saxton, wks. mgr.; F. H. Lennox, sales mgr., adv. mgr.; A. C. Shroth, asst. sales mgr.; Clare Kooistra, chief engr.; Bert C. Reynolds, pur. agt., traffim mgr.; Leo Rollins, pub. rel. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

HOPE METAL PRODUCTS, INC., 1505 Rockwell ave., Cleveland 14, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stool, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres., treas.; Milton I. Hope, vice-pres., gen mgr.; B. King Hope, secy.; William Price, works mgr.; B. A. King, sales mgr.; M. J. Conrad, asst. sales mgr.; Jim Grubb, adv. mgr.; L. E. Martony, chief engr.; Marshal Robinson, pur. agt.; L. T. (Bob) Hope, pub. rel. mgr.; James Thompson, const. material foreman. **Det. Rep.**—Vernon M. Peel.

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HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres. & treas.; Dr. R. H. Patch (operations), D. J. Richards (sales), vice-presidents; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, pur. agt.; Harry C. Mohrman, traffic mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

HOUSER ENGINEERING & MFG. CO., INC., 200 E. Spring st., Bluffton, Ind. Designers and manufacturers of automotive specialty parts and replacement parts. Miles S. Houser, pres.; Harold E. Bowman, cf. engr.; Craven Emshwiller, pur. ag., secy.-treas.

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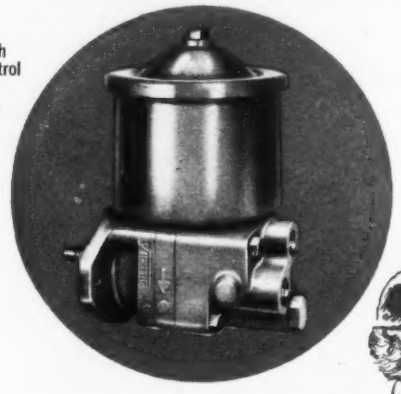
(Continued on Page 198)

Vickers Pump with integral volume control and relief valves and oil reservoir.



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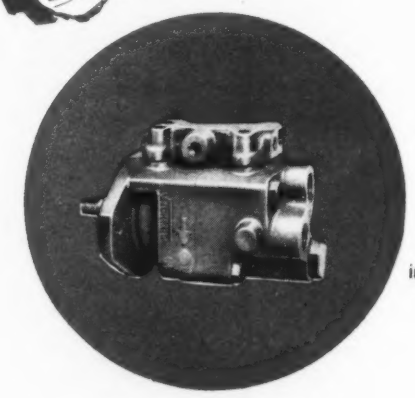

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

Who's Who in Auto Industry

(Continued from Page 197)

of pub. rel.; J. F. Jones, factory mgr.; M. H. Toncray, cf. engr.

HULL MFG. CO., P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr., pur. agt., bus. mgt. dir.; Ralph W. Hull, vice-pres., wks. mgr.; Agnes W. Hull, secy.; Thomas L. Kalahar, sales, adv. mgr. **Adv. Agcy.**—Wearstler Adv., Inc., 819 Home Savings & Loan bldg., Youngstown 3, O. R. J. McCallister, vice-pres., acct. exec.

HUNTER ENGINEERING CO., Hunter ave. and Ladue rd., St. Louis 24, Mo. Hunter tune-in wheel balancer. Lee Hunter, pres.; Jos. L. Haenny, vice-pres., sls. mgr.; E. R. Werngren, vice-pres., credit mgr.; George Worthington, vice-pres., wks. mgr. **Adv. Agcy.**—Oakleigh French & Assoc., St. Louis, Mo. Ken Bayer, acct. exec.

HUPP CORP., 7450 Melville ave., Detroit 17, Mich. Hupp ABF Regulator Products Div., 7450 Melville, Detroit 17. Globe Stamping Div., 1250 W. 76th st., Cleveland 2, O; Amgears, Inc. (subsidiary), 7450 Melville ave., Detroit 17. All-electric window lifts and seat adusters, grilles, hub caps, fender shields, moldings, assemblies, over-underdrive transmission units, gears, gear-tools, refrigeration products. R. S. Geddes, pres.; Peter F. Rossmann, exec. vice-pres.; Don H. Gearheart, vice-pres.; R. V. Wright, dir. of sls., pur.; A. V. Crump, asst. vice-pres.; L. A. Quart, dist. sls. mgr.; I. J. Carroll, dir. of pur., Cleveland; D. C. Shand, buyer, Detroit.

HUSH BUMPERS, INC., 1901 N. Hermitage ave., Chicago 22, Ill. Bump air guards. Jeff Corydon II, pres.; Alice N. Corydon, vice-pres.; J. Warren McCaffrey, secy.; R. Edelmann, treas.; Gordon Groh, sls. mgr.; James Meyer, serv. mgr. **Det. Rep.**—Jack Burns, 3125 Brewer ave., Walled Lake, Rt. 3, Mich. **Adv. Agcy.**—R. J. Skala Co., Chicago 5, Ill.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. R. H. Cramer, gen. mgr.; H. K. Porter, gen. sales mgr.; H. M. Carroll, adv. mgr.; E. S. Clymer, prod. mgr.; M. A. Moore, adm. asst. to gen. mgr.; L. V. Farrell, pur. agt.; A. H. Lundius, wks. mgr.; W. H. Chapman, dir. of engrg. **Det. Rep.**—F. E. Booth, mgr. motor sales div. **Adv. Agcy.**—Campbell-Ewald Co., Inc., New York, N. Y. James Mackay, acct. exec.

HYDRA PRODUCTS CO., 552 Northampton st., Buffalo 8, N. Y. Hydraulic jacks, license plate hooks, hydraulic rams. W. J. Schonhart, pres., treas., sls. mgr.; A. I. Hubbard, vice-pres.; R. B. Hagan, secy.; Delbert Hawmon, gen. mgr., traf. mgr.; Harris D. Metzger, wks. mgr., cf. engr., pur. agt.; B. D. Hubbard, serv. mgr.

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IMPERIAL BRASS MFG. CO., 1200 W. Harrison st., Chicago 7, Ill. Tube fittings, flexible fuel lines, flexible hose and attachable fittings, needle and shut-off valves, drain cocks, fuel strainers, dash controls, tube cutters, benders, flaring tools, barrel faucets, battery hydrometers, welding cutting-soldering equipment. F. C. Shafer, pres. and treas.; W. C. Musham, vice-pres.; F. Harris, secy.; W. C. Alvin, wks. mgr.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; C. O. Engels, sales mgr., automotive dist. sales and export sales; E. F. Todd, adv. mgr.; M. L. Warder, asst. adv. mgr.; G. Frank, dir. of engrg.; W. B. Burnet, pur. agt.; Einer Samuelson, traffic mgr. **Adv. Agcy.**—Kreicker & Meloan, Inc., Chicago 1, Ill. George Podlesak and Bert Behles, acct. execs.

IMPERIAL HANDLE MFG. CO., 1685 McDonald ave., Brooklyn 4, N. Y. Gear kits, body hardware, fenda-trim gas lock, guardian safety handle, door handles, locks, channels. Philip Friedman, pres., wks. mgr., chief engr.; George J. Friedman, vice-pres., treas., pur. agt.

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INDEPENDENT PNEUMATIC TOOL CO., 175 N. State st., Aurora, Ill. Portable electric and pneumatic tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. Hill, mgr. electric tool sales; John A. McGuire, secy., parts and acc. mgr.; James A. Lind, treas.; John Bank, wks. mgr.; John F. Corkery, adv. and sales prom. mgr.; George Thoma, asst. adv. mgr.; W. Mitchell, chief engr.; L. L. Tess, pur. agt. **Det. Rep.**—J. B. Dempsey, 15605 Woodrow Wilson.

INDIAN MOTOCYCLE CO., Indian Sales Corp., Hendee st., Springfield 4, Mass. Manufacturer of motorcycles, sidecars, delivery vans, motorcycle parts and accessories. Frederick E. Stote, acting pres.; Caldwell Baker, vice pres.; David A. Stretch, secy.; Arthur M. Rogers, treas.; John Spaulding, works mgr.; John V. Shea, pur. agt.

INDIAN SALES CORP., 29 Worthington st., Springfield, Mass. Manufacturer of motorcycles, sidecars, delivery vans, motorcycle parts and accessories. John L. Brockhouse, chmn. of bd.; F. E. State, pres. and treas.; Herman Haimes, secy.; Maj. Gen. Everett S. Hughes, dir.

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INDUSTRIAL TAPE CORP., U. S. Highway No. 1, New Brunswick, N. J. Tapes, pressure-sensitive. J. S. Nicholls jr., chmn. of bd.; Edwin J. Fitzpatrick, pres.; J. H. Scherer, vice-pres. sales; J. Skarbek, treas.; J. L. Callahan, dir. of mdse.; G. A. Fitzgerald, automotive sales mgr.; J. A. MacCarthy, Automotive mdse. mgr.; A. A. Hally, industrial-commercial sales mgr.; B. M. Austin, industrial - commercial mdse. mgr.; Lincoln Brudno, automotive-industrial adv. mgr.; R. S. Clarke, pur. agt. **Adv. Agcy.**—Kenyon and Eckhardt, Inc., New York, N. Y. Glenn Wiggins, vice-pres.

INDUSTRIAL WIRE CLOTH PRODUCTS CORP., 3927 4th st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies. F. A. Vollbrecht, pres. and gen. mgr.; D. N. Furr, vice-pres.; W. S. Murdock, secy.; K. W. Foust, treas.; W. L. Smith, wks. mgr.; Hal F. Schulte, sales mgr.; D. E. Agren, chief engr.; E. J. Mortlock, pur. agt. **Adv. Agcy.**—Karl G. Behr Agency, Detroit 1, Mich.

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INLAND MANUFACTURING CO., 1108 Jackson st., Omaha 8, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable supplies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; gravel shields; rocker mats; weather strips, molded and extruded; injection molded plastic parts; clutch assemblies; hydraulic brake hose; brake lining. J. D. O'Brien, gen. mgr.; E. E. Bollinger, factory mgr.; M. A. Lause, gen. sales mgr.; L. A. Bentz (automotive div.), A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; F. W. Sampson, chief engr.; D. Hagans, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traffic mgr. **Det. Rep.**—R. H. Smith, 5-232 General Motors bldg, Detroit 2.

INLAND RUBBER CORP., 431 S. Dearborn st., Chicago 5, Ill. Tires, tubes and repair materials. V. E. Ober, vice-pres.; J. H. Hoffman, secy.; B. Weaver, treas.; H. L. Mahoney, adv. mgr. and sls. prom. mgr. **Adv. Agcy.**—Buchen Co., Chicago, Ill. George Weisenbach, acct. exec.

INLAND STEEL CO., 38 S. Dearborn st., Chicago 3, Ill. Bars, sheets, strip, structurals, plates, tin plate, floor plate, piling, reinforcing bars, rails, track accessories. C. B. Randall, pres.; H. W. Johnson, J. L. Block, P. D. Block jr., L. B. Block. H. H. Strauss, vice-pres.; G. Megan, secy.; R. L. Peters, treas.; F. M. Rich, wks. mgr.; J. F. Smith jr., vice-pres. in chge. of sales; Anthony M. Ryerson, gen. mgr. sales; W. E. Geldt, adv. mgr.; Fred Johnson, chief engr.; W. H. Stapleton, pur. agt.; R. R. Flynn, traffic mgr.; L. B. Hunter, ind. rel. mgr. **Det. Rep.**—W. H. Williams, **Adv. Agcy.**—Weiss and Geller, Inc. Bernard Gross, acct. exec.

INSUL-MASTIC CORP. OF AMERICA, 1141 Oliver bldg., Pittsburgh 22, Pa. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventative; weatherproofing, waterproofing, vapor-sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation; plastic packaging systems. Clifford Off sr., pres.; J. C. Ankeny, vice-pres.; N. F. Cermindro, asst. to vice-pres.; Clifford Off jr., sales mgr.; H. E. Rapp, tech. dir. Clarence E. Hall, controller; Robt. H. Maloy, adv. mgr.

(Continued on Page 199)

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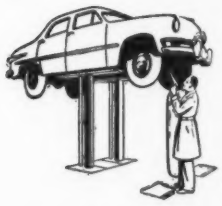
*Trade Mark. U. S. & Foreign Patents Pending



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Who's Who in Auto Industry

(Continued from Page 198)

INTERCHEMICAL CORP., Murphy Paint Div., 224 McWhorter st., Newark, N. J. Paints, varnishes, enamels, lacquers. James Beckett, pres., M. P. D. Pacific—J. M. Barkdull, mgr.; Henry E. Chemidlin, adv. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y.

INTER-COMMUNICATION SYSTEM OF AMERICA, 529 S. Franklin st., Chicago 7, Ill. Inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. **Adv. Agcy.**—Van Heckler, Chicago, Ill.

INTERNAL MOTOR CLEANER CO., 5920 Bryant st., Pittsburgh 6, Pa. Internal motor cleaners, pumps, filters, oil drums, hydraulic brake cleaners and bleeders. J. C. Hill, pres.; G. E. Saussure, vice-pres., gen. mgr.; A. F. Jordan, vice-pres. in chge. of sales and adv.; E. A. Hill, secy.-treas.; M. S. Maxwell, serv. mgr., pur. agt. **Det. Rep.**—T. G. Downey, 7364 14th st., Detroit 6, Mich. **Adv. Agcy.**—A. F. Jordan, Suite 4411, 70 Pine st., New York 5, N. Y.

INTERNATION MFG. CO., 2512 Washington st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. Leon S. Fentin, pres.; Sumner E. Swig, vice-pres.; Daniel J. Crovo, secy.; Abraham G. Goldberg, treas.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, wks. mgr.; Sumner E. Swig, Leon S. Fentin, sales mgrs. **Adv. Agcy.**—Herbert W. Frank Agency, Boston, Mass. H. W. Frank, acct. exec.

INTERNATIONAL HARVESTER CO., 180 N. Michigan ave., Chicago 1, Ill. J. L. McCaffrey, pres.; P. V. Moulder, R. P. Messenger, L. H. Campbell, exec. vice-presidents; G. J. Eger, secy.; W. R. Odell jr., treas.; W. C. Schumacher, gen. mgr. (motor truck div.); W. D. Reese, mgr., engrg. (motor truck div.); H. E. Gottberg, mgr. mfg. (motor truck div); W. K. Perkins, sales mgr.; R. M. Buzard, L. W. Pierson, asst. sales mgrs. (Motor truck div.); M. F. Peckels, mgr. (consumer relations dept.); W. O. Maxwell, H. C. Wright, asst. mgrs. (consumer relations dept.); C. W. Leslie, supvsr. (motor truck serv.); J. C. Bulleit, supvsr., parts and serv. mdse. (motor truck div.); D. A. Conroy, mgr., supply and inventory; A. C. Friedsam, gen. traffic mgr.; Dale Cox, pub. rel. mgr. **Det. Rep.**—L. W. Madery, dist. mgr., 5915 W. Warren ave., Detroit 10. **Adv. Agcy.**—Young & Rubicam, Inc, Chicago, Ill.

INTERNATIONAL NICKEL CO., INC., 67 Wall st., New York 5, N. Y.—Primary nickel and nickel alloys, Dr. John F. Thompson, chmn. and pres.; Dr. Paul D. Merica, exec. vice-pres.; W. C. Kerrigan (nickel sales dept), J. F. McNamara (INCO nickel alloys dept.), vice-presidents, sales mgrs.; R. L. Lloyd, adv. mgr., INCO nickel alloys dept.; R. A. Wheeler, mgr. of pub. and adv., nickel sales dept. **Det. Rep.**—F. J. Walls, 5-222 General Motors bldg., Detroit 2, Mich.

INTERNATIONAL RESISTANCE CO., 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Ernest Searing, pres.; Harry A. Ehle, vice-pres., adv. mgr.; E. A. Stevens, treas.; O. J. Greenway, works mgr.; R. D. Ferree, serv. mgr.; George Kende, chief engr.; Frank Dengler, pur. agt. **Det. Rep.**—Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. **Adv. Agcy.**—John Falkner Arndt & Co., Inc., Philadelphia, Pa. Norton Bond, acct. exec.

J

J O MANUFACTURING CO., 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches, range 2 to 24,000" lbs. (1 to 2,000' lbs.). R. Glen Woods, pres.; William S. Woods, vice-pres.; H. William Oetjen, secy.-treas., sls. mgr.; O. E. Smith, wks. mgr.; Haroid MacIntosh, cf. engr.; Ed Priestly, pur. agt.; K. L. Conner, traf. mgr. **Det. Rep.**—Van F. Belknap Co., 15016 Fenkell ave., Detroit.

JACK & HEINTZ, INC., 17600 Broadway, Cleveland 1. O. Eisemann magnetos, fractional horsepower electric motors, bicycle motors. F. R. Kohnstamm, pres.; O. T. Hess, vice-pres., secy.; E. C. Sulzman, vice-pres., sls.; J. W. Kemper, compt.; J. R. Callahan, treas.; F. A. Haag, asst. gen. sls. mgr.; W. R. Kolliker, avia. sls.; L. F. Barone, magneto sls.; R. W. James, motor sls.; S. D. Mahan, dir. pub. rel., adv.; H. C. Schroeder, serv. mgr.; J. S. Seltzer, pur. agt.; R. C. Long, traf. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. E. J. Martin, acct. exec.

JACKSON & CHURCH CO., 321 N. Hamilton, Saginaw 65, Mich. Warm air furnaces, pulp presses, injection molding pre-plasticizing machines, structural steel. David L. Perrot, chmn.; Clifford W. Stuart, pres., gen. mgr.; Lawrence S. Redford, vice-pres., sls. mgr.; Alfred S. Sampierre, vice-pres., wks. mgr.; Ellen Knight, secy.-treas.; Stanley T. Richards, adv. mgr.; Frank W. Hoye, cf. engr.; O. J. Murphy, pur. agt.; Rae S. Donnenworth, traf. mgr.; Stanley T. Richards, pub. rel. mgr. **Det. Rep.**—Ed Root, Superior Safety Furnace Pipe and Supply Co., 5810-44 Forsythe ave. **Adv. Agcy.**—Foehl & Beck, Bay City, Mich.

JACOBS CO., F. L., 1043 Spruce, Detroit 1, Mich. Vent windows, ash receivers, bumper guards, sun visors, metal spring covers, die castings, instrument boards. R. C. Jacobs, pres.; C. S. Jacobs, vice-pres. and treas.; J. F. Jacobs, vice-pres. and gen. mgr.; C. C. Winningham, secy.; Clark Pardee, sales mgr. **Adv. Agcy.**—L. J. Dumahaut Adv. Agency, Detroit, Mich. L. J. Dumahaut, acct. exec.

JAGUAR CARS, LTD., Coventry, Warwickshire, England. Jaguar automobiles. William Lyons, pres.; E. F. Huckvale, secy. and treas.; A. Whittaker, vice-pres. and gen mgr.; E. Orr, works mgr.; B. F. Mason, export sales mgr.; S. Hird, export shipping mgr.; E. W. Rankin, adv. mgr. and pub. rel. mgr.; F. G. Webber, asst.; F. R. W. England, serv. mgr.; W. M. Heynes, vice-pres. and chief engr.; A. Hignett, parts & acc. mgr.; J. Silver, prod. mgr. **Adv. Agcy.**—Nelson Adv. Service, Ltd., London, England R. E. Bett, acct. exec.

JAMBOR TOOL & STAMPING CO., 3057 N. 30th st., Milwaukee 10, Wis. Bolt sets, shackle sets, rocker arm shafts, oil pumps, water pumps, small motor stampings, clutch forks, crankshaft ratchets, crankshaft pulleys, screw machine parts. (For Ford, Chevrolet and Plymouth cars.) R. B. Pressinger, pres.; E. L. Pressinger, vice-pres. and gen. mgr. in chge. of pur.; A. A. Mayer, treas.; A. Vinohradsky, works mgr. **Adv. Agcy.**—Paulsen & Gerlach, Milwaukee, Wis.

JAMES INDUSTRIES, INC., E. Genesee, Skaneateles, N. Y. Cooling system analyzers. Albert James, pres.; Frederick Y. Manning, vice-pres.; Mary M. James, secy. and treas.; Jos. M. Beatty, chief engr.; L. B. Wood, pur. agt., parts & acc. mgr. and traffic mgr. **Adv. Agcy.**—Richards & Webb, Inc., Syracuse, N. Y.

JAMESTOWN FINISHING PRODUCTS, INC., 125 Blackstone ave., Jamestown, N. Y. Primers, enamels, coated fabrics, lacquers, varnishes. B. W. Avallone, pres.; L. D. Anders, exec. vice-pres.; J. C. Myers, secy. and works mgr.; L. N. Tate, treas. and pur. agt.; John P. Hart, gen. mgr.; R. A. Murray, sales mgr.; N. F. Hansen, asst. sales mgr.; F. R. Franco, traffic mgr. **Det. Rep.**—E. W. McIntosh, 414 Fisher bldg.

JASON CORP., THE, 1040 Grand st., Hoboken, N. J. Jason Sealtuft—the stitchless quilted plastic—(T.M. reg.). Benjamin Messing, pres.; L. Jacobs, treas.; Emanuel E. Raices, sales and prom. mgr.; O. Morley Tanney, adv. mgr.; A. Gordon, pur. agt. **Adv. Agcy.**—DuFine-Kaufman. Herbert Kaufman, acct. exec.

JAY ELECTRIC CO., 5664 St. Jean ave., Detroit 13, Mich. Illuminated rear view mirrors. C. F. Josey, pres.; C. K. Johnston, vice-pres., treas. and gen. mgr.; Edward R. Stanton, secy.; L. Williams, works mgr.; Donald Spears, sales, adv., parts and acc. mgr.; Hugo Kummer, serv. mgr.; Earl Henry, pur. agt. Adv. Agcy.—Dudgeon, Taylor & Bruske, Detroit, Mich. Mr. Dudgeon, acct. exec.

JENSEN SPECIALTIES, INC., 9331 Freeland ave., Detroit 28, Mich. Infrared ovens and conveyors. F. Jensen, pres.; J. E. Sump, secy. **Adv. Agcy.**—Holden, Clifford, Flint Agency, 16180 Wyoming ave., Detroit, Mich.

JOHNSON BRONZE CO., 500 S. Mill st., New Castle, Pa. Sleeve bearings; cast and rolled bronze, bronze and babbitt, bronze and steel, steel and babbitt, powder metallurgy, aluminum alloy. J. P. Flaherty, pres.; E. M. Flaherty, vice-pres.; L. F. Johns, treas.; Harry Stenger, wks. mgr.; Louis Sandler, exec. vice-pres.; E. N. Beisheim, sales mgr.; Eugene Scanlon, adv. mgr.; Robt. Young, parts and acc. mgr.; Joe Lasky, chief engr.; Don Haben, pur. agt. **Det. Rep.**—J. F. Flaherty. **Adv. Agcy.**—Wearstler Adv., Inc., Youngstown, O. A. M. Wearstler, acct. exec.

JOHNSON PRODUCTS, INC., 1185 E. Keating ave., Muskegon, Mich. Valve tappets. C. E. Johnson, pres.; Paul F. Bergmann, exec. vice-pres., treas. and gen mgr.; John W. Humphreys, vice-pres.; Henry J. Hasper, secy, and pur. agt.; John W. Humphreys, works mgr.; William M. Frank, sales mgr. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Gustave Richter, acct. exec.

JOHNSON, S. C. & SON, INC., 1525 Howe st., Racine, Wis. Household, maintenance, industrial and agricultural wax products; (automotive wax products: Johnson's Carnu, Johnson's Auto Wax, Johnson's Car-Plate, Johnson's Heavy Duty Cleaner, Johnson's Chrome Cleaner). H. F. Johnson, pres.; Fred M. Farwell, exec. vice-pres.; K. R. Nelson, secy.; H. M. Packard, treas.; R. W. Carlson, marketing vice-pres.; R. P. Gardiner, pro. vice-pres.; A. O. Fisher, field sales mgr.; J. W. Barrett, J. B. Carse, A. R. Mertens, asst. sales mgrs.; W. N. Connolly, adv. dir.; C. E. Darwent, asst. adv. dir.; W. R. Gerler, pub. mgr.; J. A. Deimling, sales prom. mgr.; J. R. Ruston, pur. agt.; C. L. Laehr, asst. pur. agt.; H. J. Bowman, traffic mgr. **Det. Rep.**—W. H. Woodring, 14331 Schaefer highway. **Adv. Agcy.**—Needham, Louis and Brorby, Inc., Chicago, Ill. W. R. Fowler, acct. exec.

JOMA MFG. CO., INC., 901 Zerega ave., New York 60, N. Y. Car, truck and bus mirrors. Joseph A. Fischer sr., pres.; Joseph A. Fischer jr., vice-pres.; Mrs. J. A. Fischer, secy-treas.; John Dahlke wks. mgr., traffic mgr.; Robert Carlson, chief engr.; Lou Shulman, pur. agt.

JONES & LAUGHLIN STEEL CORP., Third ave. and Ross st., Pittsburgh 30, Pa. Hot rolled bars, shapes, special sections, carbon and alloy cold finished bars and shapes; hot and cold rolled sheets and strips; tubular products; wire products; tin mill products; wire rope. Ben Moreell, pres., chmn. of bd.; C. L. Austin, exec. vice-pres.; B. F. Jones III, secy.; Hampson Carey, treas.; J. B. Mitchell, vice-pres., operations mgr.; A. J. Hazlett, vice-pres., sales; J. E. Timberlake, gen. sales mgr.; R. D. Mossman, adv. mgr.; C. M. Merritt, H. E. Robinson, asst. gen. sales mgrs.; J. E. Graf, chief engr.; W. A. Morris jr., gen. pur. agt.; C. W. Gottschalk, traffic mgr. **Det. Rep.**—L. C. Berkey, Fisher bldg., Detroit 2, Mich.

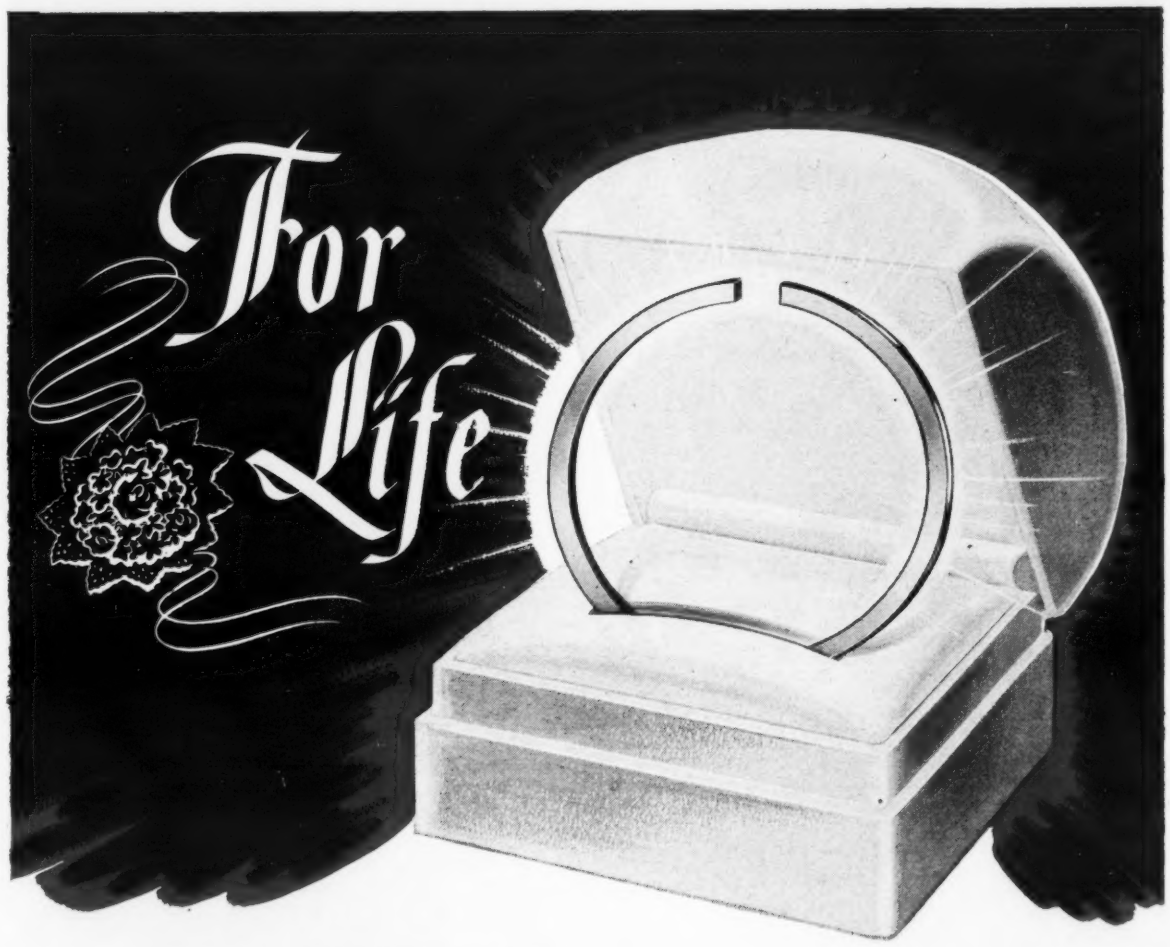
JOYCE-CRIDLAND CO., 2027 E. First st., Dayton 3, O. Automobile, bus and truck lifts, Materialifts, hydraulic elevators, hydraulic jacks, railroad and industrial jacks. Huston Brown, pres. and sales mgr.; Kert Hott, vice-pres. and secy.; Warren Webster, vice-pres. and treas.; Merle P. Smith, gen. and wks. mgr.; John Miller (jacks), Don W. Sweitzer (lifts), asst. sales mgrs.; John Miller, adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. and traffic mgr.; A. M. Hicks, asst. **Det. Rep.**—Norman Levey, 14561 Livernois, Detroit, Mich. **Adv. Agcy.**—Weber, Geiger & Kalat, Dayton 2. O. H. A. Weber, acct. exec.

K

K-D LAMP CO., 1910 Elm st., Cincinnati 10, O. Truck and passenger car mirrors, stop and rear lights, reflectors, clearance and marker lamps, flares, fuses, turn signals, fog lights, emergency vehicle and tractor lights, headlights. Henri Sadacca, pres.; R. P. Vogele, vice-pres. and gen. mgr.; N. C. Herrmann, works mgr.; Charles Adams, vice-pres. in chge. of sales; George L. Service, adv. mgr.; W. L. Mappes, chief engr.; F. H. Thiel, traffic mgr. Adv. Agcy.—Venable-Brown Co., Inc., 211 E. 4th st., Cincinnati 2. George L. Service, acct. exec.

K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat

(Continued on Page 200)



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(Continued from Page 199)

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K & W PRODUCTS, 8319 Allport ave., Whittier, Calif. Metallic seal, radiator seal, cylinder sleeve seal, wateless soap, 3-Way, water pump lubricant and rust inhibitor, color-test, tools, and equipment for block repair. F. J. Gaspard, pres.; K. L. Dieterle, vice-pres.; E. M. Hamilton, secy.; A. J. Mendenhall, treas.; S. O. Smith, sales mgr.; R. M. Cate, office mgr. and adv. mgr.; R. E. Fisher, asst. sales mgr. **Det. Rep.**—John Kowalik, 15847 Avon rd., Detroit. **Adv. Agcy.**—Jack Wigle, Van Nuys, Calif.

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KAR GLAMOR, INC., 727 E. Ohio st., Indianapolis, Ind. Car glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy.-treas. **Adv. Agcy.**—G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

KAWNEER CO., THE, 1105 N. Front st., Niles, Mich. Store front materials, entrance doors, aluminum facing material, aluminum foil-type awnings. L. J. Plym, pres.; H. W. Zimmer, exec. vice-pres. and treas.; I. R. Seely, Otis Winfield, A. M. Simpson, vice-presidents; E. C. Witwer, dir. of pur. and secy.; C. R. Huizenga, factory mgr.; David S. Miller, sales mgr.; Boyd Hood, C. S. Hanson, prod. mgrs.; Raymond A. Dodge, sales prom. mgr., adv. mgr.; George T. Shevlin, asst. to pres.; Harold Latson and Walter Otteson, pur. agts.; Russell Grafford, traffic mgr. **Det. Rep.**—R. C. Thomas, 14647 Piedmont blvd., Detroit 23, Mich.

KAYDON ENGINEERING CORP., THE, McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; F. J. Donovan, treas.; O. Heistand, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. F. Birch, acct. exec.

KELLOGG DIV., American Brake Shoe Co., 97 Humbolt st., Rochester 9, N. Y. Air compressors, ¼ H.P., 10 H.P. and paint spray equipment. W. T. Kelly, pres.; W. H. Starbuck, vice-pres.; G. N. Decker, comp.; J. R. Pauline, wks. mgr.; F. L. Cogswell, sls. mgr.; R. W. Marien, adv. mgr.; B. W. Mantle, cf. engr.; D. Judd, pur. agt. **Det. Rep.**—R. C. McCurdy. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. E. J. Howe, acct. exec.

KELLY REAMER CO., 3775 Ridge rd., Cleveland 1, O. Metal cutting tools. D. E. Van Deusen, pres., gen. mgr.; Mary A. Putnam, vice-pres.; Blanche Van Deusen, secy.-treas.; Herman Berg, wks. mgr.; D. J. Van Deusen, sales, adv. mgr.; M. C. Daw, chief engr.; Walter H. Lund, pur. agt. **Det. Rep.**—Superior Detroit Co., 8544 Grand River ave., Detroit 4, Mich.

KELLY SPRINGFIELD TIRE CO., Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, pres.; H. C. Swearingen, vice-pres., gen. sales mgr.; Wm. Walker, treas.; J. C. Warden, wks. mgr.; M. T. Powers, field sales mgr.; P. D. Collins, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. Jack Rees, acct. exec.

KELSEY-HAYES WHEEL CO., 3600 Military ave., Detroit 32, Mich. Automotive, tractor and farm implement wheels, brakes, hubs, drums; brake power units; trailer electric brakes. George W. Kennedy, pres.; Perry Williams, exec. vice-pres.; J. A. Sweeney, vice-pres.; Lester Downie, vice-pres.; J. H. Carey, treas.; J. H. St. Laurent, secy.; J. M. Kerr, sales mgr.; Charles Sinclair, chief engr.; W. L. Troutfetter, pur. agt. **Adv. Agcy.**—Zimmer, Keller & Calvert, Detroit, Mich. Warren Chittenden, acct. exec.

KENDALL REFINING CO., 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; D. W. Daly, vice-pres.; S. J. Brill, secy.; O. F. Koch jr., treas.; G. H. Osborne, gen. sales mgr.; R. W. Sommer, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; W. A. Knapp, mktg. asst. (adv.); E. C. Walker, pur. agt.; J. S. White jr., traffic mgr. **Adv. Agcy.** Landsheft & Barber, Inc., H. L. Barber, pres.

KENT CO., THE, INC., 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), flux recovery vacuum cleaners, furnace and boiler cleaners. Gordon E. Kent, pres. and gen. mgr.; Moss A. Kent, vice-pres; C. E. Clifford, secy. and sales mgr.; R. C. Stanton, treas.; Herb Donavon, factory supt.; M. McMinn, adv. mgr.; Fred Yutzler, chief engr; Ray Anderson, pur. agt. **Adv. Agcy.**—Farquhar & Co., Inc., Utica, N. Y. John Farquhar, acct. exec.

KENT - MOORE ORGANIZATION, INC., General Motors bldg., Detroit 2, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; A. W. Bacon, (adm.), D. R. Abbey (sales), A. E. Price (mfg.), T. F. Walker, (prod.), vice-presidents; W. L. Bainton, secy.; M. E. Hart, treas.; Marshall Chambers, adv. mgr.; W. G. Dekam, chief engr.; A. L. Schultz, pur. agt. **Adv. Agcy.**—E. C. Watkins & Co., 72 Lothrup, Detroit, Mich. E. C. Watkins, acct. exec.

KEYSTONE CARBON CO., 1935 State st., St. Marys, Pa. Motor, generator and slip ring brushes, rheostat contacts, bushings, bearings, cams and specialty parts made from powdered metals in brass, bronze, iron, aluminum and stainless steel, negative temperature coefficient resistance material. B. R. Reuscher, pres., gen. mgr.; A. A. Glexner, vice-pres.; F. A. Kreiliner, secy., treas.; E. J. Crowe, sales mgr.; W. P. Gies, wks. mgr.; R. R. Hoffman, research dir.; C. A. Sorg, process engr.; L. H. Schaut, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg., Detroit 2.

KEYSTONE COMPRESSOR CO., Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors. David R. B. Robson, pres.; Frederick A. Myers, wks. mgr.; Albert H. McCune, serv. mgr. David J. Matthews jr., pur. agt.

KIDDE & CO., WALTER, 670 Main st., Belleville 9, N. J. Fire extinguishers and fire extinguishing systems. John F. Kidde, pres.; P. W. Eberhardt, vice-pres.; G. C. Hiss, secy.; W. L. Kidde, treas.; W. E. Morgan, sales mgr.; Stuart Grant, sls. prom. and adv. mgr.; D. Mapes, chief engr.; C. A. Woodhall, pur. agt.; W. Marnell, traffic mgr. **Det. Rep.**—J. E. McAllister, Walter Kidde & Co., 3900 Grandy ave., Detroit 7, Mich. **Adv. Agcy.**—Cunningham & Walsh, Inc., New York City. Cuyler Stevens, acct. exec.

KILBORN-SAUER CO., 1580 Post rd., Fairfield, Conn. Flares, tail lights, clearance lights, directional signals, reflectors, mirrors and mirror heads, dome lights, spot and emergency lamps and trouble lights. Fred Sauer, pres. and treas.; Ethel Sauer, vice-pres.; Arthur Sauer, secy.

KILLARK ELECTRIC MFG. CO., 3940 Easton ave., St. Louis 13, Mo. Auto glass fuses and service station lighting fixtures. Joseph Desloge, pres. and gen. mgr.; Berkley Jones, secy., treas.; Clarence Rongey, wks. mgr.; J. C. Grindell, sales and adv. mgr.; R. E. Grimm, asst. sales and adv. mgr.; Jerry Kelly, pur. agt. **Det. Rep.**—W. F. Mathews, 447 New Center bldg., Detroit. **Adv. Agcy.**—Batz-Hodgson-Neuwoehner, St. Louis.

KIMBLE GLASS DIV., Owens - Illinois Glass Co., P. O. Box 1035, Toledo 1, O. Battery hydrometers and anti-freeze solution testers. S. J. McGiveran, gen. mgr.; W. G. Swanson, factories mgr.; Harlan Hobbs, sales mgr.; Frank M. Osbourne, asst. sales mgr.; W. E. McWhorter, adv. mgr.; J. A. Serra, serv. mgr.; W. W. Saatkamp, pur. agt. **Det. Rep.**—L. E. Beitler, Kimble Glass, 3-109 General Motors bldg., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co., New York, N. Y. W. A. Perry, acct. exec.

KING ELECTRIC EQUIPMENT CO., 9123 Inman ave., Cleveland 5, O. Automotive ignition electrical testing equipment, battery charging and testing equipment. Kent Fullerton, pres., treas.; Geo. Makuh, vice-pres., engrg.; T. F. McDonald, secy.; Wm. Bender, controller. **Adv. Agcy.**—Gregory & House, Cleveland, O.

KING QUALITY PRODUCTS, 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolts and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres.; B. G. Close, gen. dir.; R. F. Crom, vice-pres.; R. F. Jacobson, secy.-treas.; R. E. Rippley, asst. sales mgr.; C. C. Tapscott, vice-pres.; N. D. Saunders, asst. adv. mgr.; J. V. Cassani, dir. of mkt. research; G. E. Leutwiler, chief serv. engr.; W. C. Knoebel, chief prod. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. James Wilson, exec. vice-pres.

KING-SEELEY CORP., 315 S. First st., Ann Arbor, Mich. Automotive instrument clusters, including fuel level, oil pressure and temperature gauges, also ammeters, speedometers and velocity governors. A. N. Gustine, pres., gen. mgr.; W. E. Bandemer, vice-pres., sales mgr.; K. M. Conklin, secy.-treas.; H. E. Josselyn, adv. mgr.; J. W. Potter, serv. mgr.; R. J. Beuhler, chief engr.; D. T. Warner, pur. agt. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. W. Burden, acct. exec.

KINGHAM TRAILER CO., INC., 1409 W. Hill, Louisville 10, Ky. Truck trailers. John B. Kingham, pres.; O. H. Kingham, vice-pres.; Celia M. Kingham, secy.-treas.; E. J. Lucas, sales mgr. and adv. mgr.; G. D. Rice, chief engr. and prod. mgr.; T. A. Donnelly, asst. sales mgr.; C. M. Falk, serv. parts and traffic mgr.; E. H. Cosgrove, mfg. sales; Paul W. Berry, pur. agt. **Det. Rep.**—Acme Trailer Co., W. G. Retzlaff, 3400 W. Jefferson. **Adv. Agcy.**—W. J. Smith Adv. Agency. Louisville, Ky.

KIRSPEL INDUSTRIES, INC., 300 Main st., Orange, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Blenkle, chief engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

KIT MFG. CO., 1401 W. 17th st., Long Beach 13, Calif. Trailer coaches. James H. Nicholson, pres.; Dan Pocapalia, vice-pres.; A. J. Romeyn, secy.-treas.; V. Kruse, wks. mgr.; Tom Fagan, sales mgr. **Adv. Agcy.** — Yambert-Prochnow, 220 N. Canon dr., Beverley Hills, Calif. Raymond E. Prochnow, acct. exec.

KITSON, INC., ARTHUR H., 1501 Kales bldg., Detroit 26, Mich. Hood ornaments. Arthur H. Kitson, pres., treas.; V. M. Kitson, vice-pres., secy. **Det. Rep.**—Arthur H. Kitson, Inc., Detroit 26, Mich. **Adv. Agcy.**—Wolfe-Jickling-Conkey, Detroit. Clare Jickling, acct. exec.

KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr.

KNIGHT CO., GEO. C., 19720 W. 8 Mile rd., Detroit 35, Mich. Precision production, stamping, plating, automotive accessories, car mirrors, exhaust extensions, visors, Kiddee Drivette seats.

(Continued on Page 201)

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(Continued from Page 200)

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KNIGHT-MORLEY CORP., 4612 Woodward ave., Detroit 1, Mich. Auto accessories, rear view mirrors, locking gas caps, automotive venetian blinds, ornaments. C. E. Morley, pres. and sales mgr.; J. Langs, vice-pres.; J. Morley, secy.-treas.; J. Bonkowsky, off. mgr.; H. Hebel, wks. mgr.; M. Bernia, pur. agt.; F. Theme, traffic mgr. **Det. Rep.**—C. C. Eden, Blvd. bldg.

KNOPF INSTRUMENT CO., 250 Culver ave., Jersey City 5, N. J. Travel log for commercial vehicles and industrial machinery. Howard G. Engler, pres., secy.; Clifford E. Engler, vice-pres., sales mgr.; Charles H. Engler, treas.; Victor Stuart, wks. mgr.

KNOX METAL PRODUCTS, INC., Main st., Thomson, Ga. Truck bodies, stake and platform bodies, pickup bodies, utility trailers, farm harrows, farm wagons, automotive stampings. P. S. Knox jr., pres.; John T. Cash, vice-pres., treas., gen. mgr., sales mgr.; Guy Mims jr., secy.; J. A. Hutchinson jr., works mgr., chief engr.; John T. Cash, sales mgr. **Adv. Agcy.**—Richardson, Sanders and Sample, 101 Marietta Street Bldg., Atlanta, Ga.

KOLD-HOLD MFG. CO., 735 E. Hazel st., Lansing 4, Mich. Refrigeration truck holding plates, refrigeration lowsides, tank heating plate coil. J. R. Tranter, pres.; J. H. Flewelling, treas.; H. E. Guyselman, wks. mgr.; J. R. Tepfer, gen. sales mgr.; C. K. Davis, sales mgr., refrigeration div.; C. P. Yoder, sales mgr., platecoil div.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; C. I. Bloomquist, chief engr.; Martin C. Nolen, pur. agt. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

KOPPERS CO., INC., Metal Products Div., 1410 Bush st., Baltimore 30, Md. Piston rings; piston expansion equipment. Walter F. Perkins, vice-pres. and gen. mgr.; J. L. Tunstead, sales mgr.; H. G. Chiles, adv. and sales prom. mgr.; J. W. Pennington, chief engr.; B. K. Shaner, pur. agt.; L. J. Canter, traffic mgr. **Det. Rep.**—W. S. Watchman, 1312 United Artists bldg. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. T. F. C. Quinn, acct. exec.

KRYLON, INC., 2601 N. Broad st., Philadelphia 32, Pa. Krylon acrylic sprays, windshield sealzit. W. R. Yarnall, pres.; E. H. Kester, vice-pres.; R. D. Bond, adv. mgr.; A. Lebow, secy.; H. Ziembicki, treas.; R. D. Bond, gen. mgr.; S. French, wks. mgr.; W. E. Stedman, sales mgr.; F. Jans, sales. prom. and adv. mgr. **Det. Rep.**—L. Roy Johnson, 2310 Delaware blvd., Saginaw, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia. W. Edwards, acct. exec.

KWIK-EZEE, INC., 17 West 60th st., New York 23, N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., chief engr.; John Castiglia, vice-pres., sales mgr., pur. agt.; Alfred W. Piccardi, wks. mgr.; Katie Castiglia, secy.; Thomas Castiglia, treas., adv. mgr.; Fred Bari, prod. mgr.

L

L C PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. E. W. Phillips, gen. mgr., works mgr.; Hulman Reed, mgr.; A. I. Lewis, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, chief engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traffic mgr.

LACKAWANNA LEATHER CO., 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. D. S. Good, pres.; D. H. McCree, vice-pres.; R. L. Dimm jr., secy.; J. D. Woodward, treas.

LACQUERWAX CO., 31 Spruce st., Hartford 3, Conn. Liquid wax, cleaner, tar remover, glass cleaner, pumice hand soap, wiping tissue. Mrs. Arna M. Butz, pres.; G. E. Biddleman, secy.-treas. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

LaFRANCE PRECISION CASTING CO., 29th & McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Teti jr., gen. mgr.; John H. Irvin, sales mgr. **Adv. Agcy.**—Gresh & Kramer, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr.; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Morarity, treas.; H. A. Johnson, vice-pres. and gen. sales mgr.; T. J. Laher, G. O. Spake, asst. sales mgrs.; O. E. Hopfer, asst. adv. mgr.; H. A. Johnson, sales prom. mgr.; H. B. Clary, chief engr.; S. W. Cobb, pur. agt.; T. J. Laher, traffic mgr. **Det. Rep.**—C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif. and L. T. Swallow, 18293 Roselawn, Detroit, Mich. **Adv. Agcy.**—O. E. Hopfer, Oakland, Calif.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd., dir.; George S. Case jr., pres.; J. F. Donahue, exec. vice-pres.; R. G. Patterson, vice-pres. and gen. sales mgr.; J. G. Rayburn, mdse. dir.; A. E. R. Peterka, div. sales mgr.; P. G. Zehnder, div. sales mgr.; A. U. Klingman, mgr. railroad sales; D. J. Brown, mgr. aircraft sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; George W. Hinds, dir. of pur.; F. J. DeCrane, pur. agt.; G. N. Cottier, asst. pur. agt.; Gordon Kramp, traffic mgr. **Det. Rep.**—Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. John Hickox, acct. exec.

LANAGAN & HOKE, INC., Easton rd., Warrington, Pa. Electrical automotive testing equipment. Herbert Barness, pres.; Marvin Orleans, secy.-treas.

LANCASTER LENS, THE, 220-226 W. Main st., Lancaster, O. All types of lenses including stop, dome, back-up, clearance, parking, tail, directional, fog and bullseye in all colors, design, meeting S. A. E. specifications. Also all types of finishing operations on glass, including decorating, drilling, sandblasting, etc. All types of industrial glass. Robert K. Fox, pres.; W. D. Timmons, E. A. Work, W. T. Greenlee, vice-presidents; L. C. Bush, treas.; T. B. Kendrick, wks. mgr.; M. R. Hoover, sales mgr.; R. G. Alexander, asst. sales mgr.; E. A. Work, chief engr.; H. W. Echard, pur. agt.; J. F. Stanhagen, traffic mgr.

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LAS-STIK MFG. CO., Wayne and B, Hamilton, O. Tube repair kits, rubber cement, polishing cloths, metal cleaning cloths, vulcanizing patches, whitewall cleaning pads, wash mitts and anti-fog cloth, top and windshield repair. Louis C. Sohngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv., sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., wks. mgr., pur. agt.; Robert Wiseman, traffic mgr. **Det. Rep.**—Grantello Sales Co., Grand-Let bldg., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Rowe & Wyman Co., Cincinnati, O.

LAUDAR CO., 121 E. Hill st., Thomson, Ga. Sales control boards, service production controls, seven-point car invoices, car service menus and records. Darrell M. Johnson, pres.; George M. Walton, vice-pres. and gen. mgr.; Jack G. Johnson, secy. and treas. **Adv. Agcy.**—Richardson & Sanders, 101 Marietta St. bldg., Atlanta, Ga.

LAUREL PLASTICS, INC., 630 Fifth ave., New York 20, N. Y. Woven Saran fabric. Joseph Freidlin, pres.; Jerome K. Ballin, vice-pres.; Martin G. Frank, secy.; Stanley L. Ballin, treas.; Arthur Karr, gen. mgr. **Det. Rep.**—National Automotive Fibres, Inc., 19925 Hoover ave.

LEE CO., K. O., 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arc welder. C. C. Lee, pres., gen. mgr.; Louis R. Anderson, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, chief engr.; E. E. Wertman, pur. agt. **Det. Rep.**—Claude E. Whipple, 17331 Beachwood, Birmingham, Mich.

LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa., and Youngstown, O. General office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting, hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres., gen. mgr.; O. S. Dollison, vice-pres.; Robert M. Brasaemle, vice-pres., chge. mgr.; Elden E. Leach, vice-pres., chge. plants; Arthur H. Nellen, vice-pres., chge. development & research; Warren Ingersoll, asst. to pres.; Arthur S. Pouchot, treas.-compt.; B. Herbert Lee, adv. mgr.; Paul Van Anda, secy.; Daniel H. Handy, asst. secy.; Joseph J. Rooney, asst. treas.; T. C. Boase, asst. secy. (Republic div.); J. C. Carlin, process engr.; J. J. Conway,

(Continued on Page 202)

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(Continued from Page 201)

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LEECE-NEVILLE CO., 5109 Hamilton ave., Cleveland 14, O. Motors, generators and allied control equipment for use on internal combustion engines. P. H. Neville, pres.; P. A. Miller, vice-pres.; J. S. Allt, secy. and treas.; H. J. Zuske, asst. vice-pres.; A. D. Gilchrist, asst. vice-pres.; P. K. Bremser, asst. vice-pres.; K. D. Nungesser, gen. pur. agt.

LEHIGH SAFETY SHOE CO., Race and Court sts., Allentown, Pa. Safety-toe leather oxfords and shoes, safety-toe rubber shoes and boots. Lawrence Merle, pres.; Frank B. Griswold, vice-pres., gen., works, and sales mgr.; Howard Swartwood, secy.; Bruce L. Babcock, treas. **Det. Rep.**—Charles B. Warner 5167 S. Clarendon ave. **Adv. Agcy.**—Frederick-Clinton Co., Inc., 545 Fifth ave., New York City.

LEISTER GAME CO., 26 N. Erie, Toledo 2, O. Plastic pennants, fringes, window cards, price tags, aluminum whirlers. Reginald S. Leister, pres. **Det. Rep.**—Byron T. Frost, 9110 Asbury Park. **Adv. Agcy.** — Beeson & Reichert, Toledo, O. John Munn, acct. exec.

LEMPCO PRODUCTS, INC. (Subsidiaries: Lempco Automotive, Inc., and Evans Reamer & Machine Co.). Sales office at 5490 Dunham rd., Bedford, O. Brake drum lathes, attachments and parts; brake shoe grinders and sanders, bench grinders, clutch plate grinders, grinding and turning machines, car and truck stands, engine rebuilding equipment, reaming and honing equipment, wheel balancers, crankshaft grinders. James F. Strand, pres.; A. B. Harding, vice-pres., sales; John Fahey, treas.; C. D. Burdette, sales prom. and adv.; F. A. Telzrow, office mgr.; A. B. Rowe, Midwestern reg. mgr.; M. A. F. Sirovica, Northeastern reg. mgr.; P. A. Varley, Southeastern reg. mgr.; Bert Walker, Western reg. mgr. **Gov't. Rep.**—E. D. F. Whitehead, 934 Shoreham bldg., Washington, D. C. **Adv. Agcy.**—Carpenter Advertising Co., Cleveland, O.

LIBBEY-OWENS-FORD GLASS CO., Nicholas bldg., Toledo 3, O. Polished, color clear polished, and colored polished plate glass; transparent mirrors; heat tempered polished plate glass; safety glass; insulating glass units; window glass; structural glass; bullet resisting glass; patterned and wire glass; glass doors, film-covered electricity-conducting glass. John D. Biggers, pres.; D. H. Goodwillie, exec. vice-pres.; L. G. Bryan, vice-pres.; H. H. Baker, vice-pres. and secy.; S. S. Wall, vice-pres.; C. W. Davis, vice-pres.; F. E. Cazayoux, compt. and treas.; G. P. MacNichol jr., vice-pres.; E. M. Everhard, gen. sales mgr.; E. C. Walbridge, dist. sales mgr.; H. J. Yerger, dist. safety glass mgr.; A. P. Plant; indus. sales mgr.; Geo. E. Hill jr., indus. safety glass mgr.; Franklin R. Hawkins, adv. mgr.; Don McAnally, asst. adv. mgr.; Earl Aiken, sales prom. mgr.; William H. Hasselbach, dir. of engrg.; J. C. Diehl, pur. agt.; John A. Faller, traffic mgr.; J. M. Ashley, pub. rel. mgr. **Det. Rep.**—S. S. Hall. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. V. Carlquist and C. H. Day, acct. execs.

LIBERTY MFG. CO., Div. of Liberty Building Co., 2209 Michigan ave., Santa Monica, Calif. Jet flow exhaust systems. **Adv. Agcy.**—John Roches, Inc.

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LINCOLN BRASS WORKS, INC., 2051 12th st., Detroit 4, Mich. Precision built brass valves, parts and fittings. E. H. Mueller, pres.; D. E. DuPerow, vice-pres. and works mgr.; E. F. Dupuis, national field counsellor; R. H. Marentette, pur. agt. **Det. Rep.**—N. W. Hughes, 2051 Twelfth st. **Adv. Agcy.**—Evans-Winter-Hebb, Inc., Detroit, Mich. Palmer Winslow, acct. exec.

LINCOLN ELECTRIC CO., 22801 St. Clair ave., Cleveland 17, O. Electric arc welders, AC, DC engine drivers; DC electric drivers; electrodes; accessories for welding. James F. Lincoln, pres.; A. F. Davis, vice-pres., secy. and adv. mgr.; A. W. Sawyer, asst.; H. F. Kneen, vice-pres., chge. of prod.; W. R. Persons, sales mgr.; G. E. Tenney, serv. mgr.; G. G. Landis, vice-pres., chge. of engrg.; J. H. Morris jr., pur. agt.; Arthur Todd, traffic mgr.; A. F. Davis, pub. rel. mgr. **Det. Rep.** — C. H. Buckmaster, 10228 Woodward ave. **Adv. Agcy.**—Griswold-Eschliman, Cleveland, O. Lee Canfield, acct. exec.

LINCOLN ENGINEERING CO., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Alex P. Fox, pres.; Foster Holmes, vice-pres. in chge. sales, treas.; Carl H. Mueller, secy.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Scheip, sales prom. mgr.; Geo. Hubbard, special automotive rep.; John E. Casey, special automotive representative; Jos. Jenkins, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traffic mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo. A. Maescher jr., acct. exec.

LINCOLN-MERCURY DIV., of Ford Motor Co., 6200 W. Warren ave., Detroit 32, Mich. Lincoln and Mercury cars. Benson Ford, vice-pres., gen. mgr., Lincoln-Mercury div.; S. W. Ostrander, mgr. of operations; Morgan Collins, div. controller; N. S. Brown, gen. mfg. mgr.; D. E. Irwin, mgr., ind. rel.; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, asst. gen. sales mgr.; R. F. G. Copeland, adv. and sales prom. mgr.; W. G. Licht, dri. adv. mgr.; J. B. Millis, pub. rel. mgr.; E. D. Longenecker, nat'l serv. mgr.; E. A. Erickson, parts and acc. mgr.; C. S. Brown, gen. pur. agt.; R. P. Powers, forward prod. production engrg. mgr.; Grover Spilman, quality control mgr.; W. A. Keller, nat'l used car mgr.; C. J. Isett, div. traffic mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., Detroit, Mich. Don Miller, acct. exec.

LINK-BELT CO., Executive office: 307 N. Michigan ave., Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. Geo. P. Torrence, pres.; R. C. Becherer, exec. vice-pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis 6. F. H. Spencer, sales mgr.; W. G. Bailey, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factories, Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Inc., Milwaukee 4, Wis. J. Tate, acct. exec.

LINN COACH & TRUCK DIV., Great American Industries, Inc., 443 Chestnut, Oneonta, N. Y. Low floor, front wheel drive trucks. William H. Buck, gen. mgr.; James M. Friery, div. compt.; Frank E. Humphries, chief engr.; John C. Christensen, plant mgr.

LION OIL CO., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. **Chemical Plant:** Anhydrous ammonia, aqua ammonia, nitrogen solutions; sulphate of ammonia and ammonium nitrate fertilizer. T. M. Martin, pres.; A. F. Reed, vice-pres. and sales mgr.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; E. W. Atkinson, treas.; J. B. Rogerson, works mgr.; J. H. Sheehan, sales mgr., petroleum sales; Leroy Donald, sales mgr., chemical sales; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traffic mgr.; John H. Gray, pub. rel. mgr. **Adv. Agcy.** — Gardner Advertising Co., St. Louis, Mo.

LIPE-ROLLWAY CORP., 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, production lathes, pneumatic bar feeds, portable hacksaw, gear tooth chamfering, cutters, automatic magazine loading bar feeds. H. F. Hodgkins, pres.; J. D. Williams, vice-pres., gen. mgr.; S. F. Hancock, secy.; J. S. Ogg, treas.; L. H. Kirk, gen. supt.; R. C. Brett, adv. mgr.; A. Alven, gen. sales mgr.; J. H. Williams, serv. mgr. (clutch div.); E. R. Fish, chief engr.; C. B. Spase, chief clutch engr.; J. E. Edmonds, pur. agt.; G. S. Cronkite, traffic mgr. **Det. Rep.**—Gould Allen, 417 Southfield rd., Birmingham, Mich. **Adv. Agcy.**—Barlow Adv. Agency, 742 James st., Syracuse 2, N. Y.

LIQUID GLAZE, INC., 704 Sheridan st., Lansing 6, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Harvey S. Steadman, secy. and treas.; Edward Hodowaine, sales mgr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, pin hole hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, valve guide cleaner, wet honing machine, Ford sleeve inserter. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres.; T. E. Brooks, secy., chief engr.; E. G. Thompson, wks. mgr., pur. agt.; Edwin Lisle, sales mgr.; O. S. Gregory, adv. mgr. **Det. Rep.**—Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITHO-PAINT POSTER CO., Not Inc., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers. F. Kyle, sole owner, Harry Coleman, sales dir.; E. S. Laverty, compt.

LITTLEFUSE, INC., 4757 Ravenswood ave., Chicago 40, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, pres.; T. M. Blake, vice-pres., treas.; D. G. Turmail, secy.; J. D. Hughes, vice-pres. in chge. of sales; R. E. Abbott, asst. sales mgr.; D. Schaible, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Third axles, hand hoists, hand winches, frame extensions, sweepers. H. G. Sharp, pres.; Walter J. Becker, chmn. of bd.; M. S. Sharp, secy.-treas.; R. T. Williams, vice-pres.; H. Burd, parts and acc. mgr.; Gilbert Pacey, prod. mgr. **Adv. Agcy.**—Kenneth B. Butler & Assoc., Mendota, Ill.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Mrs. E. P. Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, secy.; C. J. Kieffer, controller; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, prod. engr.; Morris McAtee, pur. agt. **Det. Rep.**—American Equipment Co., 5928 Second Blvd., Detroit. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MFG. DIV., Borg-Warner Corp., 12501 Dequindre, Detroit 12, Mich. Automotive radiators and clutches. J. L. Dryden, pres.; J. R. Dryden, vice-pres. and gen. mgr.; W. F. Burgess, secy. and treas.; C. E. Dombrowski, mfg. mgr.; L. J. Loranger, sales and adv. mgr.; G. H. Thomas, asst. sales mgr.; C. M. Woods, serv. mgr.; F. B. Herz, engrg. mgr.; R. C. Zeidler, asst. engr. mgr.; R. B. Scott, pur. agt.; C. E. Stuckey, asst. pur. agt. **Adv. Agcy.**—F. M. Randall Co., Detroit 26, Mich.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; B. M. Hartman Lord, secy. and treas.; A. F. Bortz, asst. secy.; J. J. Dugan, controller; A. G. Postlethwait, vice-pres.; S. J. Zand, vice-pres. in chge. of engrg.; Geo. E. Tubb, gen. sales mgr.; R. C. Henshaw, mgr. prod. and sales engr. dept.; R. B.

(Continued on Page 203)

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Who's Who in Auto Industry

(Continued from Page 202)

Tousey, supt. of mfg. div.; D. P. Cobb, pur. agt. **Det. Rep.**—E. C. Vallin, 7310 Woodward ave., TR 5-8239.

LUCAS ELECTRICAL SERVICES, INC., 653 Tenth ave., New York 19, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern, Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

LUMIDOR MFG. CO., INC., 4801 E. 50th st., Los Angeles 58, Calif. Visors, foglights, spotlights, driving lights, backup lights, stop lights, curb finders, top carriers. E. C. Cranston, pres., gen. mgr.; A. N. Neilsen, vice-pres.; Wm. McKie, wks. mgr.; E. K. McKee, secy. and treas.; E. E. Hagerman, plant mgr.; R. G. Kirkton, chief engr.; J. E. Kolb, pur. agt.; John Bradshaw, traffic mgr.

LUMITE DIV., Chicopee Mills, Inc., 40 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. G. O. Lienhard, pres.; H. H. Purvis, vice-pres. in chge. of mfg.; George C. Riegger, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres. and gen. sales mgr.; James W. Veeder, adv. and sales prom. **Det. Rep.**—Harold W. Brown, 2983 E. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Geyer, Newell and Ganger, Inc., New York City, N. Y. William Mason, acct. exec.

LUSTRE PRODUCTS CORP., Box 627 Lansing, Mich. Manufacturers of chemicals and equipment. John J. Mitchell, pres.; Harvey S. Steadman, secy. and treas.

LUSTUR-SEAL CORP., 624 S. Hupp ave., Jackson, Mich. Lustur-Seal car paint treatment. O. T. Wingfield, pres.; Ed Hall and Charles B. Frank, vice-presidents; D. R. Wiley, secy.-treas., works mgr.; pur. agt.; Ed Hall, sales and serv. mgr.; Walter K. Sittman, asst. sales mgr., asst. serv. mgr.

LYNCH CORP., 3600 Summit st., Toledo 1, O. Air compressors. Uz McMurtrie, chmn. of bd.; F. K. Zimmerman, pres. and gen. mgr.; J. H. McGivern, secy. and treas.; R. L. Sears, gen. sales mgr. and adv. mgr.; R. D. Aumend, serv. mgr.; W. H. Gardiner, wks. mgr.; R. J. Carroll, pur. agt.; R. W. Griffith, traffic mgr. **Det. Rep.**—W. M. Hamilton, 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, plastic parts and stampings. G. Albert Lyon, pres.; R. E. Lyon, exec. vice-pres.; Geo. A. Lyon jr., vice-pres.; Alberta L. Judd, secy.; F. S. Cummins, treas.; Frank A. Wickham, gen. sales mgr.; C. A. Brinke, mgr. automotive sales, G. W. Hain, asst. sales mgr.; R. M. Hodgson, asst. sales mgr.; C. B. Aske jr.; V. G. Converse, dir. of pur.; C. F. Hanna, asst. pur. agt.; Geo. C. Zuba, asst. pur. agt.; J. W. Tulloss, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. J. G. Wilson, acct. exec.

M

MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; H. D. Mair, exec. vice-pres.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward, secy.; H. D. Mair, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, electric motors, spray equipment, electric and air tools, electric and chain hoists, 500 pounds to 20 tons; hydraulic jacks, body jacks, vises, flexible shaft, bench and floor grinders, hand and hydraulic operated arbor presses, spot and arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK MOTOR TRUCK CORP., 350 Fifth ave., New York 1, N. Y. Trucks, tractors, buses, fire aparatus. E. D. Bransome, pres.; H. W. Dodge, exec. vice-pres., adv., sales prom.; J. V. Doll, vice-pres., fleet sales; E. G. Ewell, vice-pres., eastern sales mgr.; A. F. Fenner, vice-pres., western sales mgr.; H. Rowold, vice-pres., mgr. distributor sales; E. J. Dinkel, secy.; F. W. Sommer, treas.; A. R. Kelso, vice-pres., wks. mgr.; L. E. Matzner, adv., sales prom. mgr.; W. R. Leischman, asst.; M. C. Horine, mgr. sales training; H. Bernard, serv. mgr.; T. J. Zeller, chief engr.; E. R. Wille, pur. agt. **Det. Rep.**—W. J. Hollinger, 10501 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchen & McCormick, Inc., New York, N. Y. R. Doyle, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems and automotive oil filters. A. T. Haugh, pres. and gen. mgr.; K. W. MacDonald, vice-pres.; Myron Ullman, secy.; K. B. MacDonald, treas.; W. W. Marriott, wks. mgr.; F. G. Hyatt, sales mgr. and adv. mgr.; R. H. Wheeler, chief engr.; L. Miller, pur. agt. **Det. Rep.**—L. J. Rosa, 508 Donovan bldg., 2457 Woodward ave., Detroit, Mich. **Adv. Agcy.**—Wearstler Advertising, Inc., Youngstown 3, O.

MACKLIN CO., 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. T. J. McIntyre, pres., gen. mgr.; W. V. Blake, vice-pres., engrg.; R. O. Lane, vice-pres., sales engrg.; R. C. Franklin, vice-pres., mfg.; M. T. Hunt, vice-pres., sales mgr.; C. E. Etheridge, secy., treas.; J. E. Saathoff, works mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Rep.**—N. H. Balz, 6431 Hamilton ave. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

MACLEOD CO., THE, 2232-40 Bogen st., Cincinnati 22, O. Abrasive blast, oil burning and sprayer equipment for factories, foundries, mills; carbide and oil lights, flue welding machines, guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MAC'S SUPER GLOSS CO., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, rust remover, radiator compounds, etc. R. MacIsaac, owner and gen. mgr.; M. Egan, secy. and pur. agt.; John Loy, acct.; Ray Gallagher, wks. mgr.; Ted J. Smith, Eastern sales mgr.; Ralph Shrader, N. Calif. sales mgr. **Det. Rep.** — Kenneth Stough. **Adv. Agcy.** — Crossley and Jefferies, Inc., Los Angeles, Calif. Jack Crossley, acct. exec.

MACTON MACHINERY CO., INC., 217 Locust ave., Port Chester, N. Y. Automobile display and car washer turntables, display and industrial conveyors. D. Bruce Johnston, pres.; K. Allson Johnston, secy.-treas. **Adv. Agcy.** — Birdsall Adv., 151 E. Boston Post rd., White Plains, N. Y. Harry Birdsall jr., acct. exec.

MADAY BODY & EQUIPMENT CORP., 36-50 "A" st., Buffalo 11, N. Y. Commercial truck bodies. Walter Maday, pres.; Charles Maday, vice-pres.; Henry S. Maday, secy.-treas. and gen. mgr.; Ardon McCorrison, sales mgr.; Elmer C. Fox, pur. agt.; Alois R. Czajka, asst. pur. agt. **Adv. Agcy.**—Henry J. Weil, Inc., Buffalo, N. Y.

MAGNALIGNE CO., 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; D. Blanchard, vice-pres.; W. M. Garbe, treas.; H. Y. Barrow, secy.; D. Blount, sales mgr.; R. Kreie, adv. mgr.; H. Miller, asst. adv. mgr.; A. H. Johnson, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.**—Spooner & Kriegel, New York, N. Y. W. Spooner jr., acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Detroit Office: 12147 Manor ave., Detroit 4, Mich. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres.; Alfred Foster, vice-pres.; Mrs. Melinda E. Maguire, secy.-treas.; Alfred Foster, gen. mgr.; Henry L. Boselli, wks. mgr. **Mich. Rep.**—Russ Brown.

MALDEN AUTO TOP CO., INC., 11 Commercial st., Malden 48, Mass. Automobile seat covers in various fabrics. A. Ruby Pizer, pres. and gen. mgr.; Mark Pizer, vice-pres., secy. and treas.; Al Steinhart, wks. mgr.; Mel Gordon, sales mgr., adv. mgr. and pub. rel. mgr.; Barney Karas, asst. sales mgr.; Al Steinhart, serv. mgr.; Bob Smith, chief engr.; Al Steinhart, traffic mgr. **Det. Rep.**—Rex Sales Co., Inc., 16310 W. 7 Mile rd., Detroit. **Adv. Agcy.**—Intercity Adv. Co., 38 Mountain ave., Malden 48, Mass. Jim Rendle, acct. exec.

MALL TOOL CO., 7740 S. Chicago ave., Chicago 19, Ill. A. W. Mall, pres.; Ralph Schwass, vice-pres.; W. H. Sanders, secy.-treas.; Einar Larson, E. E. Reinke, assts. **Det. Rep.**—Mall Tool Co., 8635 Gratiot ave., Detroit.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Steam chemical cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, treas. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV. General sales office: 185 N. Wabash ave., Chicago, Ill. Factory: Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment. J. H. Pereue, sales mgr.; C. R. MacMillan, chief engr. **Adv. Agcy.** Allbright Assoc., Chicago, Ill.

MANLEY MFG. DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic jacks, hydraulic presses, engine stands, floor cranes, wrecking cranes, tire inspections, chain hoists, trestles. W. F. Wheeler, chmn. of bd.; C. N. Johns (N.Y.) pres.; W. D. Kirkpatrick (York, Pa.); E. J. Williams (N.Y.) vice-presidents; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. G. W. Stephens, chmn.; J. S. Wainwright, vice-pres.; H. B. Soulen, pres., factory mgr.; J. H. Hoffman, exec. vice-pres.; E. E. Stevens, vice-pres.; H. L. Mahoney, adv. and sales prom. mgr.; J. M. Slattery, pur. agt.; C. K. Smaltz, traffic mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.**—F. D. Boals. **Adv. Agcy.**—The Buchen Co., Chicago, Ill. J. W. Robertson, acct. exec.

MANZEL, 315 Babcock st., Buffalo, N. Y. Force feed lubricators, chemical feeders, hydraulic floor cranes, hydraulic jacks; special tools for Ford, Lincoln-Mercury automobiles; hydraulic valves, wire reels, shop equipment. Ralph F. Peo, pres.; Herbert H. Roosa, gen. mgr.; Merle J. Timmerman, sales automotive div.; Robert Meyers, sales, Lubricator div. **Det. Rep.**—John Sullivan, 5227 Schaefer rd., Dearborn, Mich. **Adv. Agcy.**—Baldwin,

(Continued on Page 204)

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Who's Who in Auto Industry

(Continued from Page 203)

Bowers & Strachan, Inc., 374 Delaware ave., Buffalo, N. Y.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8, Ill. Leaf and helper springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and repair kits. Howard E. Wolfson, pres.; Arnold H. Maremont, exec. vice-pres. and treas.; M. A. Wolfson, vice-pres.; Jerome M. Comar, vice-pres. and secy.; J. C. Grace, controller; C. A. Klaus, dir. of automotive replacement sales; Jas. F. Flanagan, asst. dir. of automotive replacement sales; Gail H. Hedrick, chief muffler engr. and original equipment muffler and tailpipe sales mgr.; John Bartuska, chief spring engr. and original equipment spring sales mgr.; R. M. Schutz, adv. and pub. rel. mgr.; J. Theodore Wolfson, export sales dir.; R. A. Graham, dir. of central engrg.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 12200 E. Jefferson ave., Detroit 31, Mich. Marine and industrial engines for both civilian and military use, air raid sirens and other military equipment. R. T. Keller, pres.; E. C. Quinn, Nicholas Kelley jr. and A. Loofbourrow, vice-presidents; C. C. Williams, gen. mgr.; G. R. Linska, secy. and treas.; F. W. Misch, compt.; E. E. Trittschuh, sales mgr., marine engines; J. Hammelef, sales mgr., industrial engines; J. H. Caron, dir. of adv. **Adv. Agcy.**—Zimmer, Keller and Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. J. M. Strelitz, pres.; G. E. Herr, vice-pres., gen. mgr.; J. L. Halberstein, secy.; R. J. Graham, treas.; L. C. Dickerson, works mgr.; H. H. Jacobs, sales mgr.; R. E. Craven, chief engr.; R. L. Henninger, pur. agt.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. S. W. Brandel, pres.; W. B. Mead, sec., treas.; L. A. Cummings, vice-pres., works mgr.; H. A. Johnston, vice-pres., gen. sales mgr.; Chas. W. Rauch, adv. mgr.; Daniel Gurney, vice-pres., dir. of engrg.; C. A. Berg, pur. agt. **Det. Rep.**—Marlin-Rockwell Corp., 3082 E. Grand blvd. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, conversion of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; Seth Klein, vice-pres.; C. Alfred Campbell, vice-pres. in chge. of truck sales; Charles Guernsey, vice-pres. in chge. of transit sales; Clay Ballinger, wks. mgr.; Wm. P. Nottingham, secy.; G. C. Dixon, treas.; C. Alfred Campbell, sales and adv. mgr.; Edward F. Ray, asst. sales mgr.; Harold B. Blank, service and parts and acc. mgr.; George H. Freers, chief engr.; A. O. Standiford, pur. agt.; E. M. Guinn, traffic mgr. **Adv. Agcy.**—Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. A.C. arc welders, welding accessories, oxyacetylene welding equipment, acetylene generators, battery chargers (all types), welding electrodes, welding rods, auto towing and tractor-strip. H. J. Lange, pres., gen. mgr.; R. B. Niles, vice-pres.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, wks. mgr.; M. H. Potter, vice-pres., sales mgr.; W. G. Schilling, asst. sales mgr.; E. F. Salomonson, pur. agt. **Adv. Agcy.**—Olmsted & Foley, 1200 Second ave. S., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining. H. C. Hodson, secy.; F. C. Weyburne, gen. mgr.; H. Stolar, wks. mgr.; D. E. Stuart, sales mgr.; C. W. Cowan, asst. sales mgr.; B. W. Klein, asst. chief engr.; L. H. Goyette, asst serv. sales mgr.; A. J. Roemer, serv. sales mgr.; D. J. Bonawit, chief engr.; E. A. Martin, pur. agt.; C. S. Ferguson, tech. dir.; T. E. Shelly, traffic mgr. **Det. Rep.**—C. W. Cowan, 8-204 General Motors bldg., Detroit. **Adv. Agcy.**—MacManus, John & Adams, Detroit. Ray Blackwell, acct. exec.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding devices, grinders, back-up plates, Zip-in welts, Impactools. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr.; Nathan Matz, gen. mgr. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass. Cory Snow, acct. exec.

MARTIN BROS., INC., 76 Arlington, Boston 16, Mass. Woven seat covers and upholstery fabrics. H. C. Martin, pres., treas. and gen. mgr.; B. T. Martin, vice-pres.; C. L. T. Martin, secy.; H. E. Emsley, wks. mgr.; C. O. Cosgrove, sales mgr.

MARTIN QUICK TRIM CO., 8657 West Third st., Los Angeles 48, Calif. Quick-Trim replacement fender welt, Multi-Tool body tool, compression seal. W. L. Martin, pres.; Wm. G. Christensen, vice-pres. chge. of sales; B. J. Martin, secy. and treas. **Adv. Agcy.** — The Edwards Agency, 435 S. La Cienega blvd., Los Angeles 48, Calif.

MARTIN SENOUR CO., Automotive Div., 2520 Quarry st., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel undercoats, synthol enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Rawley, asst. to pres.; E. Garman, treas.; Don A. Seeley, gen. mgr. (automotive div.); A. R. Raymond, adv. mgr. **Adv. Agcy.**—MacFarland Aveyard, Chicago, Ill. W. Power, acct. exec.

MARVEL-SCHEBLER PRODUCTS DIV., Decatur, Ill. R. W. Minshall, pres. and gen. mgr.; G. V. Patrick, vice-pres. and asst. gen. mgr.; R. D. Turner, secy. and treas.; D. N. Arndt, gen. sales mgr. **Adv. Agcy.**—Aitkin-Kynett Co., 1400 So. Penn Square, Philadelphia, Pa.

MASLAND DURALEATHER CO., Amber and Willard sts., Philadelphia 34, Pa. DURAN all-plastic upholstery material, Durasol plastic coated fabric. Walter Masland, pres.; R. P. Masland, vice-pres.; Luther W. Shadle, secy.-treas.; Albert C. McCoy, sales engr.; J. A. Shadle, sales and adv. mgr.; M. B. McMeekin, asst. sales mgr.; William W. Day, asst. adv. mgr.; George Sweet, pur. agt.; Walter Uhlig, traffic mgr. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa. Jack Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Broadloom Wilton rugs, broadloom velvet rugs, automobile carpet, sportswear. F. E. Masland jr., pres.; C. H. Masland II, M. H. Masland jr., vice-presidents; R. F. Masland jr., secy.-treas.; Ralph Mair, wks. mgr.; James Dolan, sales mgr.; George R. Butler, asst. sales mgr.; Frank Black, chief engr.; James Prescott jr., pur. agt.; Paul Brehm, asst.; Richard Nickum, traffic mgr.; Albert Carriere, pub. rel. mgr. **Det. Rep.**—James Auchterlonie, 624 Book bldg. **Adv. Agcy.**—Anderson and Cairns, Inc., New York, N. Y. Karl Knipe, acct. exec.

MASTER EQUIPMENT CORP., 15 N. Broadway, Dayton, O. Drain Master. Eric Hoerner, pres.; V. L. Cruea, secy. and treas.; H. M. Rogers, wks. mgr.; E. Hoerner, sales mgr.

MASTER MANUFACTURING CO., 1300 E. ave. A, Hutchinson, Kan. Machine tool attachments, lathe attachments for milling and grinding, internal keyseater and slotting equipment, geared dividing heads, thread milling attachments, tool post grinders. Charles H. Hill, pres.; H. Lee Hill, gen. and sales mgr.; Hue Whited, adv. mgr.; Don Morton, chief engr.; Hugh Mackey, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kan.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment. Metal-tab indexes, paper punches, sales cases, sales binders, spark plug cleaners, piston resizers. Allan O. Marsh, pres. and gen. mgr.; Joseph Kreuter, vice-pres.; V. L. Knight, secy. and treas.; J. F. Peyton, sales mgr.; Harry Panfill, chief engr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MATHER SPRING CO., 939 Wolcott blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks and buses. Gordon M. Mather, pres.; Henry T. Mather, vice-pres. and treas.; Rathbun F. Mather, secy.; William H. Durham, asst. secy. and asst. treas.; Philip Hendrickson, wks mgr.; George B. Secor, sales and adv. mgr.; R. W. Nilsson, chief engr.; M. H. Schreiner, pur agt.; Guerman H. Hodgson, asst. pur. agt.

MATS UNLIMITED, 613 N. Vermilion, Danville, Ill. Rear floor and trunk mats. Philip Smith, pres.; Jacob Baer, vice-pres.; Irvin Baer, secy. and treas.

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Public utility bodies, pole trailers, hydraulic towers, aerial ladders, utility service bodies, commercial bodies, trailers, dump trailers. Edward J. Powers jr., pres.; John J. Powers, chmn. of bd.; F. A. Wagenfuehr jr., secy. and treas.; Anthony T. Trasch, wks. mgr.; R. Brooke Daly, R. J. Sonderman, sales mgrs.; R. H. Calvin, adv. mgr.; J. Janda, serv. mgr.; R. Vohsen, parts and acc. mgr.; R. Bakula, chief engr.; J. J. Stead, pur. agt.; H. L. Todd, pub. rel. mgr. **Adv. Agcy.**—Krupnick & Associates, St Louis, Mo. Harvey Brown, acct. exec.

McCOLPIN-CHRISTIE CORP., LTD., 3410 W. 67th st., Los Angeles 43, Calif. Battery charging and testing equipment. S. L. Christie, pres. and chief engr.; H. L. Christie, vice-pres.; D. G. Dinsmore, secy. and treas.; Don Jaenecke, wks. mgr.; E. E. Hughes, sales mgr. and adv. mgr.; Glen Dupuy, serv. mgr.; H. B. Doty, pur. agt.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, pres.; P. L. Barter, vice-pres.; J. H. Cooper, vice-pres. of engrg; Arnold A. Appleford, secy.; J. H. Cavanaugh, treas.; W. E. Imhoff, repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

McCREIGHT PRODUCTS, A. N., 301-3 W. Washington ave., DuBois, Pa. Auto door covers, outdoor theater rain car shades, Protect-O-Door — transparent, Cov-Ra-Door—colors. Andrew North McCreight, pres.; Emmett Lawless, vice-pres.; Ann McCrea, secy., treas.; Robert Savanyer, gen. mgr.; Herbert Cochran, wks. mgr.; Kenneth W. Wilson, sales mgr.; Homer Edner, asst. sales mgr.; Joseph Colonese, adv. mgr.; Jerry Conway, asst. adv. mgr.; Bill Osterlund, sales prom. mgr.; William Klaas, traffic mgr.; Arno Bohme, art mgr. **Adv. Agcy.**—Daniel A. Sullivan Agency, Pittsburgh, Pa. Dan Sullivan, acct. exec.

McCULLOCH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engine, lawn mower engines, power chain saws, pumps and earth drills. Robert P. McCulloch, pres.; John L. Ryde, vice-pres., chief engr.; J. L. Hegener, secy. and treas.; G. C. Robechaud, vice-pres. in chge. of tooling; C. F. Breer, vice-pres., sales; S. H. Egbert, vice-pres. chge. of prod. **Adv. Agcy.**—West Marquis, Inc., Los Angeles, Calif. Donald McKenzie, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Drill grinder, vertical band resaws. Louise M. Kildahl, pres.; John L. Kildahl, vice-pres., sales mgr., pur. agt.; F. R. Kildahl, secy. and treas.; Earl C. Beckman, chief engr.

McFARLAND AWNING CORP., 742 S.W. 8th st., Miami 36, Fla. Umbrellas for car lots. Robert W. West, pres.; Jessie Lee McFarland, vice-pres. and treas.; L. Earl Curry, secy.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Cushion spring constructions, upholstered cushions, trim wires. J. L. McInerney, pres., gen. mgr.; M. L. Keller, exec. vice-pres.; R. N. Alt, vice-pres. in chge. pur., ind. rel.; J. M. McInerney, vice-pres., chge. mfg.; W. K. McInerney, vice-pres., chge. operations; R. E. Ringgenberg, vice-pres., chge. sales; E. D. Tobin, secy.-treas.; R. N. Alt, adv. mgr.; H. L. Rhinerson, pur. agt. **Det Rep.**—R. E. Ringgenberg, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Wesley Aves & Assoc., Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories, metal-fil, metal-fil thinner, wax and chrome cleaners. James C. McKay, pres., treas. and gen. mgr.; T. J. McKay jr., and Dr. D. F. Heim, vice-presidents;

(Continued on Page 205)

Who's Who in Auto Industry

(Continued from Page 204)

F. C. Smith, asst. to pres.; F. A. Kaufman, gen. sales mgr.; L. McKay, sales prom. mgr.; B. L. Nunnally (York plant) and T. G. Hogan (McKees Rocks plant), wks. mgrs.; John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. Donald B. McLouth, pres.; Merlin A. Cudlip, vice-pres. and treas.; Louis E. Moultane, vice-pres. and secy.; Ivor Bryn, vice-pres. of operations; C. Thorne Murphy, asst. secy.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, vice-pres. and dir. of sales; C. C. Tapscott, vice-pres., chge. of adv.; B. A. Yates, vice-pres., chge. of mfg.; L. T. Cummings, vice-pres., chge. of Connersville div.; R. F. Crom, vice-pres., chge. of Indianapolis div.; R. F. Jacobson, secy. and treas.; D. M. Smith, dir. ind. sales; J. C. Taschler, asst. mgr. of ind. sales. **Industrial Sales Reps.**—J. F. Dindorf, 3626 N. Sherman blvd., Milwaukee, Wis.; H. D. Reading, 19195 Cooley st., Detroit, Mich.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo.; C. R. Hammer, 2443 17th st., Cuyahoga Falls, O.; R. E. Ripley, asst. mgr. of repl. sales; J. V. Cassani, dir. of mkt. research; W. C. Knoebel, chief prod. engr.; G. E. Leutwiler, chief serv. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. James Wilson, exec. vice-pres.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. G. C. Gridley, pres. and gen. mgr.; C. E. Palmer, vice-pres., works mgr.; Fred M. Potgieter, vice-pres., sales; C. F. Schwartz, secy.-treas.; W. J. Simpson, sales and adv. mgr.; L. C. Lindvahl, serv. mgr.; E. B. Anderson, chief engr.; E. O. Van Dusen, pur. agt. **Det. Rep.**—Wm. L. Bartholomew, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MERCURY BRAKE PRODUCTS CO., 1532 W. Fulton st., Chicago 7, Ill. Hydraulic brake, master and wheel cylinders and parts and die castings. Geo. H. Anderson jr., pres. and sales mgr.; Francis P. Linneman, secy.; Edward Flayman, office mgr.; Joseph Staerz, wks. mgr. **Det. Rep.**—Jack Stetzel, 93 Seward ave. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill. Sam Grossman, acct. exec.

MERCURY ELECTRIC CORP., 719 Wyandotte, Kansas City 6, Mo. A. C. arc welders, armature growlers, battery testers, cell testers, circuit testers, electric fans, battery chargers, generator testers, magnetizers, metal bonders, steam cleaners, volt-amp testers. A. Leslie Chambers, pres. and treas.; E. W. James, secy.; R. W. Joyce, serv. parts and acc. mgr. and pur. agt. **Det. Rep.**—C. C. Joslyn, 21736 Snow ave., Dearborn, Mich.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres., secy., adv. mgr.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, gen. mgr.; C. W. Jack, sales mgr.; Lew Villard, pur. agt. **Adv. Agcy.**—Hutchins Advertising Agency, Rochester, N. Y.

METAL AUTO PARTS CO., INC., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres; C. A. Myers, vice-pres., sales, mfg.; L. B. Rueter, chief engr.; G. S. Digel, vice-pres., pur.

MICHIGAN BUMPER CORP., 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, vice-pres. and secy.; V. L. Green, treas.; C. R. Housdorfer, vice-pres. and chief engr.; L. Esch, pur. agt.

MICHIGAN STEEL TUBE PRODUCTS CO., 9450 Buffalo st., Detroit 12, Mich. Electric resistance welded steel tubing, fabricate tubing for following articles: automobile exhaust pipes, muffler tail pipes, propeller shafts, steering jackets, gas tank filler pipes. Charles E. Miller, pres., gen. mgr.; George L. Miller, vice-pres. in chge. of sales, adv. mgr.; Harry J. Longeway, secy.-treas.; H. Beardsley, wks. mgr.; C. Jones, chief engr.; Walter Wnuk, J. Walton, pur. agts. **Det. Rep.**—John A. Smith, 9450 Buffalo st. **Adv. Agcy.**—Alfred Caldwell, Detroit, Mich.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 4, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, pres. and gen. mgr.; Don S. Connor, vice-pres.; Gerald Carlisle, secy.; A. J. Prentice, treas.; Herman Thaler, factory mgr.; Farrel B. Weber, sales mgr.; W. J. Pinkerton, adv. and pub. rel. mgr.; W. H. Harris jr., vice-pres. chge. of engrg.; R. W. Gauss, pur. agt. **Adv. Agcy.**—L. S. Martz, 1601 Fisher bldg., Detroit, Mich.

MICRON MACHINE CORP., 116 Imlay st., Brooklyn 31, N. Y. Automobile arm rests. Frederic Lissau, pres.; Harry E. Noethling, secy.; Jeanette C. Geoffrey, asst. sales mgr.

MID-CONTINENT CASUALTY CO., 3527 Broadway, Kansas City 2, Mo. J. M. Allton, Columbia, Mo., pres.; Robert S. Armacost, Kansas City, vice-pres.; Hugh Roberts, St. Louis, vice-pres.; R. L. Flath, Kansas City, vice-pres. and gen. mgr.; Byron Spencer, Kansas City., secy and gen. coun.; George H. Welsh, Kansas City, treas.; C. M. Mitchell, Kansas City, sales prom. mgr.

MID-CONTINENT PETROLEUM CORP., Fourth and Boston sts., Tulsa, Okla. D-X, Diamond and Power motor oils, lubricating gasoline, greases, industrial oils. Robert W. McDowell, pres.; T. E. Fitzgerald, vice-pres.; E. M. Rouzer, secy.; Charles Klein, treas.; Glenn E. Wynn, refinery mgr.; Douglas C. Wixson, gen. sales mgr.; N. B. Ingram, asst. gen. sales mgr.; Dale C. Rogers, adv. and sales prom. mgr.; Paul E. Yard, asst. adv. mgr.; C. F. Niessen, asst. sales prom. mgr.; J. W. Basore, lubricants and fuels mgr.; W. G. Warnock, pur. agt.; C. W. Wallace, asst.; L. W. White, traffic mgr. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. J. B. Woodbury, acct. exec.

MIDLAND STEEL PRODUCTS CO., THE, Madison and W. 106th st., Cleveland, O. and 6660 Mt. Elliott ave., Detroit, Mich. Automobile frames for passenger cars, trucks and trailers; axle housings for passenger cars; heavy, medium and light stampings; power brake equipment for trucks, buses and trailers; door operating equipment for buses. E. J. Kulas, pres.; W. A. McKinley, exec. vice-pres.; D. S. Greer, vice-pres. and treas.; J. W. Reavis, secy.; A. E. Kerckhoff, pur. agt., Cleveland; John G. Arnold, pur. agt., Detroit. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit.

MIDWEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, automotive stampings, dimensional lumber. E. S. Grumbache, gen. mgr.; S. C. Japinga, wks. mgr.; C. E. Ashley, sales mgr.; S. Q. Larsen, chief engr.; C. LaBounty, pur. agt. **Adv. Agcy.**—R. L. Polk Co., Detroit, Mich. R. Silbar, acct. exec.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes, rebuilt cylinders. Mrs. Myrtle Miley, pres.; Walter Sommers, vice-pres., secy.; E. G. Jacobs, treas., gen. mgr.; E. Jandacek, wks. mgr.; W. R. Brightmire, sales mgr.; Henry Nolte, pur. agt. **Adv. Agcy.**—Ross Llewylin, Chicago, Ill.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; James Moffatt, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr.; Mjorn Moller, bkpr. **Adv. Agcy.**—Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., 5919 Tireman ave., Detroit 4, Mich. Special service tools and equipment. Kardek car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; L. D. Warke, export sales mgr.; E. Braun, chief engr.; S. F. Thompson, pur. agt. **Adv. Agcy.** — Frederick L. Lawrence, Fox Theater bldg., Detroit, Mich.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and wks. mgr.; R. L. Siebert, gen. mgr., secy.-treas.; Curtis Meyer, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. Bistow, chief engr.; Louis Fix, pur. agt. **Det. Rep.**—J. M. Smith, 3842 Grand River, Detroit, Mich. **Adv. Agcy.**—Klau, Van Pietersom, Dunlop, Milwaukee, Wis. Harry Adams, acct. exec.

MINIT-MAN, INC., 427 Penobscot bldg., Detroit 26, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas.; E. E. Cloutier, compt.; J. A. Pillon, sales mgr. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE, INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. A. T. Hansord, pres.; K. C. Glaser, secy. and treas.; I. B. Chandler, works mgr.; G. J. McGrath, sales and adv. mgr. **Det. Rep.**—D. J. Clifford, 901 Fisher Bldg., Detroit, Mich. **Adv. Agcy.**—Baxter & Daline, 6th floor, Dyckman Hotel, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Technical coated abrasive, flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; R. P. Carlton, pres.; L. A. Hatch, vice-pres. and coordinator research and new prod. development; H. P. Buetow, exec. vice-pres. for finance; G. H. Halpin, exec. vice-pres. for sales; John A. Borden (tape div.), Bert S. Cross (Scotchlite), Joseph C. Duke (abrasives), Arthur E. Eggert (pub. rel.), Ivan C. Lawrence (personnel admin.), C. P. Pesek (engrg.), C. B. Sampair (production), Louis F. Weyand (adhesives and coatings div.), vice-presidents; Charles O. Moosbrugger, adv. mgr.; B. B. Countryman, pur. dir.; Frank O'Neill, traffic mgr. **Adhesive and Coating Div.**—Louis F. Weyand, vice-pres., 411 Piquette ave., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Minneapolis, Minn. E. A. Cashin, acct. exec. MacManus, John and Adams, Fisher bldg., Detroit. William Bachman, acct. exec.

MIRROR BRIGHT POLISH CO., 910 E. Colorado, Pasadena 1, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Dibble Color Co., 1497 E. Grand blvd. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif.

MOCAR PRODUCTS CO., 7636 S. Telegraph rd., P. O. Box 2091, Dearborn, Mich. Auto-Screen, material handling hooks, carriers, sheet metal & light structural fabrications. Walker C. Morrow, pres.; Walker J. Morrow, vice-pres.; Arthur O. Chism, wks. mgr.

MODERN ACCESSORIES CO., 3839 S. Madison ave., Norwood 12, O. Arm rest covers, kick pads, pockets. H. W. Underwood and Walter Broker, partners. **Adv. Agcy.**—Wilson Advertising Agency, Cincinnati, O. Ross Wilson, acct. exec.

MODERN DISPLAYS, INC., 16141 Harper ave., Detroit 24, Mich. Point of purchase displays for parts & accessories, tool boards, service and safety promotion programs for automotive industry. R. D. Van Houten, pres. and gen. mgr.; B. J. Curren, secy.; E. W. Kloock, pur. agt. **Adv. Agcy.**—Wolfe-Jickling-Conkey, Inc., Detroit 26, Mich. A. D. Conkey, acct. exec.

MODERN MACHINE TOOL CO., Water st., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, gen. mgr.

(Continued on Page 206)

Crop of concrete...

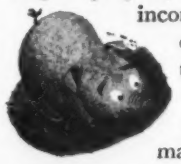
The future farmer may grow building blocks, sidewalks, or slabs in the field! Michigan State College has discovered that 3 parts of corncobs, 1 part cement, 2 parts sand, and a little hydrated lime makes swell concrete. Corncob concrete blocks insulate better, weigh less, take nails easily, can be painted, stand up well in weather, have many uses for farm and storage buildings...as reported recently in SUCCESSFUL FARMING.

SUCCESSFUL FARMING links the agricultural research and practical application . . . is the source book, guide, and manual for the businessman farmer . . . and of equal interest and importance to the farm homemaker, furnishing ideas and inspiration for better farm living.

Farming is a business which constantly develops new methods, techniques, and products, fresh species, better ways of increasing production and profits . . . growing larger cash crops, pigs and poultry, more efficiently at lower cost. No other industry is changing so fast!

Agriculture's phenomenal progress has paced a rapid rise in farm living . . . which today equals or exceeds the best suburban standards. Building new homes, remodelling, adding rumpus rooms and nurseries, period furniture, decorations and designs . . . the best farm homemakers are the best class market in the US!

Prime prospects . . . for automotive advertisers are the SUCCESSFUL FARMING audience of 1,200,000 families . . . nearly a million concentrated in the fifteen agricultural Heart states, on the nation's best farms . . . with the best soil, brains, and techniques, largest property investment, highest yields and incomes. The average SF subscriber's earnings are more than 50% above the US farm average.



Mostly missed by general media, lightly touched by television, this market is penetrated deeply only by SUCCESSFUL FARMING, with high family readership wide influence based on nearly a half century of service. To balance national automotive advertising effort, get maximum sales, you need this market and medium! For full facts, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines, ...New York, Chicago, Cleveland, Detroit, Atlanta, Los Angeles, San Francisco.

Who's Who in Auto Industry

(Continued from Page 205)

MODERN SELLING METHODS, INC., 1202 Dahlia dr., Louisville, Ky. New and used car order pads, salesman's prospect book, used car control system, "Lets-Trade" proposals. Ben. F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.**—Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; A. F. Thompson, exec. vice-pres.; G. H. Jackson, vice-pres., chge. of pur.; A. G. Dixon, vice-pres. and secy.; E. G. Rutherford, treas.; W. J. Burke (automotive), O. E. Desmond (heating), sales mgrs.; M. J. Druse, adv. mgr.; A. L. Junion, serv. mgr.; B. Spieth, chief engr.; T. B. Anderson, pur. agt.; A. B. Arnold, chief engr., automotive div.

MOGLEN MFG. CO., 611 W. 43 st., New York 18, N. Y. Electronic quilting of vynil plastic. Moses Weiss, prop.; Jerome Fine, gen. mgr. and sales mgr.; Edward Schmelzer, traffic mgr. **Adv. Agcy.** — Erland, New York, N. Y.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, vice-pres., treas.; J. B. Rosborough, vice-pres.; I. F. Nelson, pur. agt.; C. E. Parkhurst, chief engr.; D. C. Eipper, chief design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MONARCH GOVERNOR CO., 1832 W. Bethune, Detroit 6, Mich. Engine governors and automobile accessories. J. W. Anderson jr., pres. and gen. mgr.; S. W. Anderson, vice-pres.; A. S. Anderson, secy.; J. W. Ansama, treas.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers; hydraulic easy-riding seats for tractors, trucks and military vehicles; sway bars; hydraulic lifts; molded rubber products. Brouwer D. McIntyre, pres. and gen. mgr.; Wm. D. McIntyre, vice-pres. and treas.; C. S. McIntyre, vice-pres., chge. of sales and secy.; A. F. Meyer, vice-pres.; Geo. M. Streicher, vice-pres., wks. mgr.; J. E. Bickel, (replacement div.), sales mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. S. McIntyre III, serv. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.**—Ewell & Thurber Assoc., 520 Madison ave., Toledo, O. W. B. Landis, acct. exec.

MONSANTO CHEMICAL CO., (Plastics Div.), Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins. F. A. Abbiati, vice-pres.; R. K. Mueller asst gen. mgr.; J. R. Turnbull sales mgr.; Charles Lichtenberg, asst. sales mgr.; E. D. Kennedy, adv. mgr. and sales prom. mgr.; F. W. Meuschke, asst. adv. and sales prom. mgr.; J. C. Garrels, prod. mgr.; H. W. Mohrman, research dir.; R. G. Fordyce, pro. development mgr.; W. B. Daume, pers. rel. mgr. **Adv. Agcy.**—Gardner Advertising, New York, N. Y. T. R. Snyder, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. G. L. Hill, pres.; M. H. Schwartz, vice-pres.; H. A. Schwartz, secy. and gen. mgr.; John C. Rundell, fleet sales mgr.; E. C. Robertson, sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6650 Easton ave., St. Louis 14, Mo. Leaf Springs, piston rings, bushings, coil springs, and related parts. H. P. Moog, pres. and gen. mgr.; H. C. Moog, vice-pres. and adv. mgr.; A. M. Goetz, secy. and treas.; G. E. Baumgartner, wks. mgr. and chief engr.; J. B. Bushyhead, sales mgr.; John Wehrheim, asst. adv. mgr.; E. Gieseking, pur. agt.; C. L. Cadwell, traffic mgr. **Det. Rep.**—Robert L. Martin, 15008 Sarasota. **Adv. Agcy.**—Maxwell Advertising Agency, 408 Olive st., St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Brumbach, chief engr.; George A. MacAdam, pur. agt.; Robert Thomas, pub. rel. mgr. **Det. Rep.**—George F. Wiegartz, 18975 St. Marys. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. T. King-Hedinger, acct. exec.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, Ohio. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. B. A. Brown, gen. mgr.; H. J. Houck, plant mgr.; R. O. Yost, sales mgr., adv. mgr.; C. T. Sillin, serv. mgr.; H. D. Glass, asst. serv. mgr.; J. A. Lignian, chief engr.; J. H. Weyer, pur. agt.; P. Boorom, asst.; J. O. Faris, traffic mgr.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.** — Campbell - Ewald Co., Detroit, Mich. W. E. White, acct. exec.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories (trade name "Carry-All"); warm air forced draft and gravity; gas and oil fired furnaces (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); J. Morrison, chmn.; S. Morrison, pres.; I. Morrison (mfg.), A. J. Harsch (engr.), M. J. Kohnstamm (dir. of pur.), vice-presidents; C. O. Rainey, secy. and treas.; S. Morrison, sales mgr., contract stamping div.; John W. Hanlon, sales mgr., "Carry-All" div.; Gene Brown, sales mgr. "Mor-Sun" div.; Morey Morrison, sales mgr., "Roly Door" div.; Arthur P. Ennis, serv. mgr.; B. V. Ronco, chief engr.; A. S. Pezoldt, pur. agt.; C. R. Natal, traffic mgr. **Adv. Agcy.** — Roizen & Rich, Inc., Buffalo, N. Y.

MORSE CHAIN CO., A Borg-Warner Industry, Ithaca, N. Y., also 7601 Central ave., Detroit 10, Mich. Timing chain and sprockets, roller chain and sprockets, flexible couplings. F. M. Hawley, pres. and gen. mgr.; J. N. Candler, vice-pres., asst. gen. mgr.; W. M. Reynolds, secy. and treas.; R. J. Howison, vice-pres., gen. sales mgr.; L. P. Smith, Ithaca plant mgr.; M. V. Durkin (Detroit), vice-pres., chge. of mfg.; I. A. Horton (Detroit), adv. mgr.; T. A. Fowler (Detroit), serv. mgr.; N. C. Bremer (Ithaca), chief engr.; R. W. Appleton (Ithaca), pur. agt.; J. L. Clark (Detroit), pur. agt.; T. A. Richards (Ithaca), traffic mgr.; D. E. Burgess, asst. secy. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

MORTELL CO., J. W., 550 N. Hobbie ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit Mich. E. E. Mortell, pres. and gen. mgr.; J. L. Mortell, secy. and treas.; J. E. Ashton, vice-pres. and automotive sales mgr.; T. P. Fitzpatrick, dir. of mfg.; C. P. Springer, Eastern mgr.; K. D. Rouble, Detroit mgr.; T. D. Kilburn, asst. sales mgr.

MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. Lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, wks. mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, chief engr.; Rudolph Neyser, pur. agt.; N. Fife, asst. pur. agt.; T. Schneider, traffic mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.**—Ralph Dalton & Assoc., Troy, O.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit 14, Mich. Trim mouldings, instrument panels, ventilators, miscellaneous automobile parts. A. L. Lott, chmn. of bd.; L. G. Jacques, pres.; D. J. Bracken, vice-pres. and gen. mgr. (automotive div.); E. M. Fitzgerald, vice-pres. and dir. of sales; Sherwin A. Hill, secy.; R. J. Nixon, treas.; R. P. Ewart, vice-pres. and sales mgr.; G. E. Lott, vice-pres., dir. of pur.; L. A. Fill, chief engr.; R. W. Dugger, personnel dir.

MOTOR SPECIALTIES CORP., 12255 E. Eight Mile rd., Detroit 5, Mich. Automatic screw machine products. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice., treas.; M. Popovich, pur. agt.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, pressed metal parts, and heating appliances. J. E. Garlent, pres. and gen. mgr.; M. F. Cotes, exec. vice-pres.; J. H. Hunt, vice-pres. (engrg.); C. S. Holden, vice-pres. (sales); D. L. Porter, vice-pres. and treas.; E. K. Ellsworth, secy.; J. A. Watson, vice-pres. (automotive mfg.); R. A. Cole, vice-pres. (Duo-Therm mfg.); Glenn Sanford, L. O. Benner, C. A. Johnson, J. J. McPeak, sales mgrs.; Karl Egeler, sales mgr. (Duo-Therm); L. C. Vandertill, sales prom. mgr. (Duo-Therm); Bruce York, adv. mgr.; H. W. McKeague, dir. of pur.; J. W. Withrow, N. J. Gibbins, pur. agts.; George Bleibtrey, traffic mgr. **Det. Rep.**—C. S. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, Inc., Chicago, Ill.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radiotelephone; automobile receivers; home radios, AM television receivers. P. V. Galvin, pres.; R. W. Galvin, exec. vice-pres.; Elmer Wavering, Frank J. O'Brien, D. E. Noble, E. P. Vanderwicken, vice-presidents; Charles Green, secy.; Walter B. Scott, wks. mgr.; Wm. Kelley (home and auto div.), Eugene S. Goebel (communications div.), sales mgrs.; E. L. Redden, adv. mgr.; A. T. Alexander, serv. mgr.; Frank Uhrus, parts and acc. mgr.; Jack Davis, prod. mgr., radio div.; Ed Passow, prod. mgr., TV div.; William Arnos, pur. agt. **Adv. Agcy.** — Gourfain-Cobb, Chicago, Ill. Ed Gourfain jr., acct. exec.

MOTORS METAL MFG. CO., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chrmn. of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and secy.; Harold G. Shaw, treas.; E. J. Sullivan, wks. mgr.; Ferris Fick, sales and adv. mgr.; Vincent A. Corrado, chief engr.; Ian F. Wilson, pur. agt.

MULLINS MFG. CORP., Salem, O. Truck fenders, cowels, cabs and other steel stampings. Geo. E. Whitlock, pres. and gen. mgr.; H. M. Heckathorn, exec. vice-pres.; H. Krohne, secy.; H. F. Wykoff, treas.; F. M. Beavregard, vice-pres. chge. operations; H. O. Smith, wks. mgr.; J. E. Britt, sales mgr.; R. Bradley, chief engr.; J. W. Farrell, pur. agt.; L. Baldinger, traffic mgr.

MURRAY CORP., East Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. John A. Murray, pres.; Leonard H. Forman, vice-pres. and pur. agt.; C. D. Haynie, secy.; C. B. Murray, treas.; Richard J. Brereton, wks. mgr.; Don H. Ruliffson, sales mgr.; John W. Schukraft, chief engr.; W. C. Hoadley, traffic mgr. **Det. Rep.**—Don H. Ruliffson, 914 Donovan bldg., 2457 Woodward ave. **Adv. Agcy.**—Emery Advertising Agency, 2 E. North ave., Baltimore 2, Md.

MURRAY CORP. OF AMERICA, 7700 Russell st., Detroit 11, Mich. Automotive: Cushion and back springs, frames, stamped body parts and assemblies, fenders, hoods; tools, dies, jigs and fixtures. B. C. Gould, pres.; C. D. Widman, vice-pres., secy.-treas.; C. H.

(Continued on Page 207)

Who's Who in Auto Industry

(Continued from Page 206)

Menge, vice-pres. (sales); A. A. Derse, vice-pres. (mfg.); Wade N. Harris, vice-pres. (auto. oper.); T. W. Hardy, vice-pres., mgr. (home appliance div.); J. H. Barrett, controller; C. S. McDermott, dir. pur.; N. A. George, dir. indus. rel.; F. W. Hall (body div.); J. A. Basher, gen. mgr. (spring div.); H. G. Schultz, gen. mgr. (frame div.).

MUSKEGON MOTOR SPECIALTIES CO., 2314 Tyson st., Jackson, Mich. Machining crankshafts, camshafts and parts. F. L. Flanders, chmn. of bd.; C. J. Huebner, pres.; R. V. Pangborn, exec. vice-pres.; G. A. Spoon, vice-pres., sales and engrg., Muskegon Camshaft Div.; J. Albers, treas.; C. E. Thornquist, secy.

MUSKEGON PISTON RING CO., Sixth and Alpha, Muskegon, Mich. Piston rings. T. E. McFall, pres.; H. G. Vaughan, G. W. Lundeen, vice-presidents; G. A. Fifield, secy.; H. P. Gangwer, treas.; P. S. Lane, dir. of research; J. A. Nadeau, pur. agt. **Det. Reps.**—W. A. Clouser, A. V. Jackson, G. S. Oliver, John Morrow, 521 New Center bldg. **Adv. Agcy.**—Behel & Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTORCYCLE CORP. (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight). Delivercycles (3-wheel pickup and delivery type). John N. Gladden, pres., gen. mgr.; E. F. Hamilton, secy. and treas.; Charles R. Gardner, works mgr.; F. K. Woll, sales and adv. mgr.; B. J. Richards, asst. sales mgr.; Howard Forrest, chief engr.; Howard Burrell, pur. agt.; Charles Farnam, asst. **Adv. Agcy.** — Hixon & Jorgensen, Inc., Los Angeles, Calif. D. W. Parmalee, acct. exec.

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y. Frank White, pres.; William Fineshriber, exec. vice-pres.; James Wallen, treas.; Adolph Hult, vice-pres. sales; Robert A. Schmid, vice-pres., adv. planning research and pub.; E. M. Johnson, vice-pres., station relations.

MYSTIK ADHESIVE PRODUCTS, Div. of Chicago Show Printing Co., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, stencils, adhesive specialty products, point-of-sale advertising. R. J. Leander, pres.; J. K. Leander, vice-pres.; E. J. Leander, secy. and treas.; S. L. Ostrenga, sales mgr.; M. T. Green, dir. of sales; J. C. Gallagher, sales mgr.; J. Schwab, pur. agt.; W. Campbell, traffic mgr. **Det. Rep.**—Mystik Adhesive Products, Free Press bldg., No. 504. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill. Rowland Laughlin, acct. exec.

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NAMSCO, INC., 1808-12 S. Michigan ave., Chicago 16. Hub caps, wheel covers, gas tank caps, radiator caps, exhaust pipe extensions, wheel studs and nuts. J. A. Anderson, pres.; F. J. Wasil, works mgr. and pur. agt.; E. Strom, sales, adv. and traffic mgr. **Adv. Agcy.**—Raymond C. Hudson & Associates, Chicago, Ill.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire carriers (cable-lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses, pickup trucks. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy. and treas.; R. E. Mainland, gen. mgr.; J. O. Bates, wks. mgr.; H. L. Garwood, asst. sales mgr.; William Renouf, chief engr.; Bill Butler, traffic mgr. **Adv. Agcy.**—Raymond Hudson & Assoc., Chicago, Ill.

NASH MOTORS DIV., Nash - Kelvinator Corp., 14250 Plymouth rd., Detroit 32, Mich. Passenger cars. George W. Mason, pres.; H. G. Perkins, A. M. Wibel, George Romney, R. A. DeVlieg, H. C. Doss, N. E. Wahlberg, H. A. Lewis, vice-presidents; Godfrey Strelinger, secy. and treas.; E. W. Bernitt, John Weiland, Campbell Wood, gen. wks. mgrs.; L. H. Finkler, factory supt.; H. C. Doss, sales mgr.; Floyd Sease, asst. sales mgr.; N. F. Lawler, adv. dir.; J. B. Huntress, adv. mgr.; S. I. Carlson, exp. mgr.; J. P. Goodyear, exp. prod. mgr.; W. A. Cook, serv. mgr.; C. M. Tillinghast, parts mgr.; Meade Moore, dir. of research; Floyd Kishline, chief engr.; James Lee, pur. agt.; H. G. Paxton, bus. mgt. dir.; Fred L. Black, W. G. Haworth, pub. rel. mgrs. **Adv. Agcy.**—Geyer, Newell & Ganger, Inc., New York, N. Y. John McQuigg, acct. exec.

NASON, R. N., & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. W. Holt, pres.; G. W. Fuller, vice-pres.; A. J. Hunter, secy.; W. P. F. Brawner, treas.; D. D. Elliott, gen. sales mgr.; E. E. Ehlers (dist. sales mgr.), N. and central calif.; W. C. Kenton, E. Barsetti, E. F. Pless, sales mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle bar and chucking machines; self-opening threading dies and collapsible taps; thread rolling machines; limit switches; solenoids; screw products; centrifuges. F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; G. J. Steinbicker, treas.; A. E. Driasner, vice-pres. and chief engr.; B. H. Ayers, vice-pres., wks. mgr.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.), H. F. Fussner (threading div.), A. J. Park (electrical div.), asst. sales mgrs.; L. E. Honeywell, adv. and sales prom. mgr.; E. W. Hull, asst.; F. J. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skainic, Roy Waltz, assts.; F. Mesojedic, traffic mgr.; H. O. Anderson, per. mgr. **Det Rep.**—S. E. Casson, mgr., 2826 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.**—Fuller, Smith & Ross, Cleveland, O. Jackson Hazlewood, acct. exec.

NATIONAL ADVERTISING CO., Waukesha, Wis. Highway displays on a rental service basis. H. P. Buetow, pres.; J. L. Hayes, vice-pres. and gen. mgr.; Bert S. Cross, vice-pres.; Lee Larson, vice-pres. and dir. of sales; H. R. Larson, vice-pres.; A. R. Malsomson, vice-pres.; John Connolly, secy.; L. B. Gehrke, treas., asst. secy. and contr.; R. H. Tucker, asst. secy.; F. B. Mooers, asst. treas. and dir. of oprs.; L. M. VerPlank, gen. sales mgr.; William K. Ryan, adv. and sales prom. mgr.; George Christman, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clip kit and replacement fender welt, windshield wiper control, window handle crank, door locking and instrument panel dash knobs, fasteners—license plate, Ford door lock repair kit (1949 Fords), door sill moulding covers, slip-on armrest covers. Charles D. West, pres., sales mgr.; Stanley A. Webb, vice-pres.; F. P. West, secy., treas.; C. E. Burrell, gen. mgr.; S. A. Webb, pur. agt. **Det. Rep.**—James I. West, Hotel Detroit-Leland. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. W. H. Boutell, chmn. of bd.; F. E. Wolverton, vice-chmn.; Horace Taylor, secy.; H. G. Rice, treas.; R. E. Beiser, gen. mgr.; E. R. Reeves, dir. accident prevention; T. V. Breitenbeck, traffic mgr.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive trim, insulation and cardboard parts, automotive fabrics and carpet. J. R. Millar, chmn. of bd.; R. J. Stack, pres.; H. B. Greene, acting secy. and treas.; John Chapman jr., cont.; J. C. Bolles, vice-pres., sales mgr.; E. P. Bolen, chief engr.; L. R. Singler, pur. agt.; A. H. Rhodes, traffic mgr.; G. N. Lindner, pub. rel. mgr.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP, 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto - Glaze compounds, grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plt. supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; R. Keyser, comptr.; Jacob M. Schneider, traffic mgr. **Adv. Agcy.**—J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BROADCASTING CO., INC., A Service of RCA, 30 Rockefeller Plaza, New York 20, N. Y. Niles Trammel, chmn. of bd.; Joseph H. McConnell, pres.; Charles R. Denny, exec. vice-pres.; Joseph V. Heffernan, vice-pres. in chge. finance, treas.; William F. Books, vice-pres., chge. pub. rel.; Sydney H. Eiges, vice-pres., chge. press; Frank M. Russell, vice-pres. at Washington, D. C.; Harry C. Kopf, vice-pres., chge. cent. div. at Chicago; John K. West, vice-pres., chge. western div. at Hollywood; Gustav B. Margraf, vice-pres. and gen. atty.; Carleton D. Smith, vice-pres. in chge. of station rel.; Victor T. Norton, vice-pres. for administration; O. B. Hanson, vice-pres. and chief engr.; William S. Hedges, vice-pres. in chge of integrated serv.; James M. Gaines, vice-pres., chge. owned and operated stations; Sylvester M. Weaver, vice-pres. for television; Edward D. Madden, vice-pres., chge. TV network operations and sales; George H. Frey, vice-pres., chge. TV network sales; John K. Herbert, vice-pres., chge. radio network sales; Edward R. Hitz, eastern TV network sales mgr.; Walter D. Scott, national radio network sales mgr.; Charles C. Barry, vice-pres. in chge. of radio network programs; James V. McConnell, dir. spot sales dept.; Jacob Evans, mgr. radio adv. and prom.; Harold Shepard, supr. of radio network sales prom.; G. P. Steel, supr. of radio audience prom.; James H. Nelson, mgr., television adv. and prom.; John F. Hurlbut, supr., television audience prom.; Frederic W. Wile jr., vice-pres. in chge. of TV network prod.; Robert Sarnoff, vice-pres. and dir. of TV prod. units. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. Ezra McIntosh, vice-pres., acct. exec.

NATIONAL CARBON DIV., Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Anti-freezes, flashlights, flashlight batteries. A. S. Johnson, pres.; C. O. Kleinsmith, vice-pres.; A. C. Bryan, sales mgr.; F. W. Berdan, asst. sales mgr.; A. J. Housman, adv. mgr. **Adv. Agcy.**—Wm. Esty & Co.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers. S. C. Allyn, pres.; R. S. Oelman, exec. vice-pres.; John M. Wilson, sales vice-pres.; Robert E. Cowden jr., secy.; G. R. Lohnes, treas.; W. T. Bahl, vice-pres., mfg.; L. S. McCallister, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; H. E. Paul, serv. mgr.; H. D. Hussey, pur. agt.; E. H. Voehringer, traffic mgr.; J. K. Owen, pub. rel. mgr. **Det. Rep.**—G. F. Rogers, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Royal Alderman, acct. exec.

NATIONAL LIFT CO., 225 Madison st., Waukesha, Wis. Hydraulic hoist for pickup trucks, hydraulic hoist for 1½ and 2-ton platform trucks, hydraulic end-gate for pickup trucks, hydraulic lift for snow plows. E. F. Fisher, pres.; W. T. Cochrane, vice-pres. and gen. mgr.; R. E. Morris, sales mgr.; P. W. Trush, adv. asst.; W. P. Ferris, sales mgr., Snow Lift div.; N. F. Ewald, chief engr.; Henry Palmer, factory supt.; R. P. Russart, pur. agt. **Adv. Agcy.**—Davis-Green, Waukesha, Wis.

NATIONAL MACHINE & TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. William Becker, pres. and gen. mgr.; Paul Becker, vice-pres.; Robert Becker, secy.-treas.; R. E. Hall, sales and adv. mgr.; George Hooper, chief engr. **Det. Rep.**—Cliff-Johns, 387 Eason. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Driveshaft bushing and seal assemblies, transmission case ball seats, driveshaft housing repair kits, driveshaft housing repair units and special pinion bearing assemblies, special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres., gen. mgr., chief engr.; D. I. Johnson, vice-pres.; Nolan C. Newman, secy.-treas.; R. W. Losey, sales and adv. mgr.; Luther A. Harrison, order clerk. **Adv. Agcy.** — Galloway-Wallace, Graniff bldg., Oklahoma City, Okla. Hugh M. Wallace, acct. exec.

NATIONAL MALLEABLE & STEEL CASTINGS CO., 1600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres. and treas.; W. H. Moriarity, vice-pres., chge. of sales; W. L. Woody, vice-pres., chge. of operations; H. L. Mausk, vice-pres., railway div. sales; E. H. Sherwood, asst. vice-pres., railway div. sales; J. A. Slater, asst. to pres.; R. C. Hobson, K. M. Smith, assts. to vice-pres.; A. E. Field, secy.; L. A. Pomeroy jr., traffic mgr.; H. N. Whitmore, mgr. of inspection; H. A. Schwartz, mgr. of research; W. W. MacMillen, gen. pur. agt.; K. L. Selby, chief engr. **Adv. Agcy.**—Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedinger, acct. exec.

NATIONAL MOTOR BEARING CO., INC., Redwood City, Calif. Oil and fluid seals, laminated shims, precision molded rubber products. L. A. Johnson, pres. and gen. mgr.; D. O. Johnson, vice-pres.; Milton Bulkeley, vice-pres. and treas.; H. K. Pohlman, vice-pres. and dir. of mfg.; P. Q. Wray sr., vice-pres.; A. E. Werolin, vice-pres., chge. of administration and planning; J. Nichols, secy. and asst. sales mgr., ind. div.; P. Patterson, factory mgr.; L. C. Cole, dir. of sales; P. Q. Wray jr., mgr. of replacement sales div.; E. Mitchell, traffic mgr.; R. E. Wolcott, pur. agt.; Horace Kiser, pub. rel. mgr. **Det. Rep.**—E. F. Riesing, Hal H. Klein, Nelson B. Nelson, 726 Lothrop. **Adv. Agcy.** — L. C. Cole — Adv., San Francisco, Calif. L. C. Cole, acct. exec.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fiber for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, sales mgr.; James Richards, adv. mgr.; Donald Anderson, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, 444 Madison ave., New York, N. Y. Milton Coulson, acct. exec.

NATIONAL PRODUCTS CORP., 144 Moody st., Waltham 54, Mass. Spark plugs, weatherproof connectors, ignition harness sets, special ignition products. H. R. Overly jr., pres. and treas.; A. C. Kennell jr., secy.; A. G. Cranney, gen. mgr. **Det. Rep.**—J. T. Templeton and E. M. Eldredge, 5432 Cass ave. **Adv. Agcy.**—Haldeman and Schindler, Boston, Mass. Aaron Schindler, acct. exec.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, pres. and gen. mgr.; J. A. Zeratsky, vice-pres.; A. W. Fairchield, secy.; H. C. Engelbracht, treas.; J. A. Zeratsky, works mgr.; E. J. Maitre, sales mgr.; J. P. Torres, adv. mgr.; H. Hanson, chief engr.; B. H. Bredeson, pur. agt.; H. C. Engelbracht, traffic mgr. **Det. Rep.** — S. J. Roberts, 5-259 General Motors bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill.

NATIONAL STEEL CORP., 2800 Grant Bldg., Pittsburgh 19, Pa. E. T. Weir, chmn. of board; G. R. Fink, pres.; T. E. Millsop, J. A. Henry, vice-presidents; M. E. Arden, secy.; F. M. Hesse, vice-pres. and treas.; Paul E. Shroads, compt. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 318 N. Church st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, secy., gen. mgr., sales mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. Lee Ferris, acct. exec.

NATIONAL TUBE CO. (United States Steel Corp. Subsidiary), Frick Bldg., Pittsburgh, 19, Pa. Seamless steel tubing, Electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand, jr., secy.; H. J. Hirshman, treas.; W. J. McKee, sales mgr.; W. L. Schaeffer, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas.; Paul Mitchell, vice-pres. and factory mgr. **Adv. Agcy.**—William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux "500" outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skeleton signs, pylons. S. Kamin, pres. and sales mgr.; M. Kamin, vice-pres., asst. sales mgr.; J. Howenstine, secy.-treas.; C. D. Bryan, R. Justice, asst. sales mgrs.; Kenneth Smith, chief engr.; G. Querry, pur. agt.; W. Freel, traffic mgr. **Det. Sales Rep.**—Wm. Welderhold. **Adv. Agcy.**—Byer & Bowman, Columbus, O. H. Wise, acct. exec.

NEVEROIL PRODUCTS CO., Whitmore Lake, Mich. Non-ferrous special stampings, non-metallic bearing materials. John E. Connolly, pres.; Newton Skillman jr., vice-pres., gen. mgr.; Leroy A. Mosher, vice-pres.; M. L. Lucy, secy.-treas.; Nelson Bodine, plant mgr.

NEW DEPARTURE DIV., General Motors Corp., Bristol, Conn. Ball bearings. R.

(Continued on Page 208)

Who's Who in Auto Industry

(Continued from Page 207)

E. Waldo, gen. mgr.; Seth H. Stoner, gen. wks. mgr.; Charles D. McCall, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; L. A. Lanning, gen. pur. agt.; C. B. Beckwith, adv. mgr.; F. J. Garbarino, chief engr.; J. J. Jennings, pur. agt. (Bristol plant); E. L. Lee, traffic mgr.; E. E. Gill, pub. rel. mgr. **Det. Rep.**—Lorne F. Lavery, mgr., 7-122 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Albert Frank-Guenther Law, Inc., 131 Cedar st., New York 6, N. Y. Jackson Shuttleworth, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres. and treas.; W. W. Somersall, vice-pres., sales mgr., chief engr.; J. H. Parmenter, secy. and works mgr.; H. Blumenthal, pur. agt. **Det. Rep.**—J. H. Needham, 9900 Freeland, Detroit.

NEW ENGLAND PRODUCTS, INC., 761 Park ave., Cranston 10, R. I. Seal-Test automotive water proofing kits, automotive graining kits, automotive re-chroming kits, automotive adhesives, applicators and sealing guns. Donald R. Robinson, pres., treas., sales mgr.; Paige E. Robinson, vice-pres.; E. I. Bachur, secy.; Ralph C. Potter, adv. mgr. **Det. Rep.**—W. C. Little, Hotel Madison-Lenox, 246 Madison ave., Detroit, Mich. **Adv. Agcy.**—R. W. Goff Advertising Agency, Cranston, R. I.

NEW JERSEY ZINC CO., 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; F. H. Baxter and C. H. George, vice-presidents; W. R. Anyan, secy.; S. Riker jr., treas.; R. G. Kenly, vice-pres. (N.J.Z. Sales Co.); F. W. Jones, mgr. (pigment sales); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.); W. J. Lee, pur. agt.; K. L. R. Baird, traffic mgr.

NEW PROCESS GEAR CORP., 500 Plum st., Syracuse, N. Y. Truck and tractor transmissions; differential assemblies; automatic spur; spiral, bevel, hypoid gears; universal joints; aviation gears. A. A. Henninger, pres., gen. mgr.; H. S. Thurner, vice-pres.; A. E. Woonton, treas.; John L. Collins, asst. mgr.; John F. Roehm, asst. to pres.; Benjamin L. Hoag, works mgr.; Lester J. Herrick, asst. works mgr.; Charles N. Howard, pub. rel. officer. **Det. Office.** — 2518 Guardian bldg.

NEWARK AUTO TOP & BODY CO., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies. Lee and Alexander Seaman, co-owners.

NEWHOUSE AUTOMOTIVE MFG. INDUSTRIES, 5805 E. Beverly blvd., Los Angeles 22, Calif. Lubricants, high-compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, special auto parts for stock cars, etc.; also dual-point auto ignitions, car polishes, water injectors, racing engines. Ernest J. Newhouse, pres.; E. H. Newhouse, vice-pres.; Louise Johnson, secy. and treas.; William Harbeck, gen. mgr. and pur. agt; John Merlino, wks. mgr.; Robert Donegan, sales mgr.; Jack Miller, asst. sales mgr.; Wally Hunt, adv. and pub. rel. mgr.; James Pettit, serv. mgr.; R. Williams, chief engr.; Richard Shadforth, parts and acc. mgr. **Adv. Agcy.**—Advertising Engineers, Los Angeles, Calif.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; W. P. Boswell, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NILES, UPTON & GREEN, 505 Fifth ave., New York 17, N. Y. Mechanicontrol, organization guides, profit controls. Herbert L. Niles, pres. and gen. mgr.; Paul B. Diffenderfer, vice-pres. and pur. agt.; William M. Green jr., secy. and chief engr.; Thomas F. Upton, treas. and sales mgr. **Adv. Agcy.**—Martin Furgeson, 505 Fifth ave., New York, N. Y. Martin Furgeson, acct. exec.

NORICK BROTHERS, 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms and supplies for retail automotive dealers. Henry Norick, owner and gen. mgr.; James H. Norick, sales mgr.; Roy Evans, adv. and sales prom. mgr.; J. A. Bible, prod. mgr.; Mrs. Frances Lilly, pur. agt.; W. B. Austin, chief accountant.

NORLIPP CO., 5925 S. Lowe ave., Chicago 21. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. C. A. Norton, pres. and gen. mgr.; A. C. Lippert, vice-pres.; R. A. Lippert, exec. vice-pres. and treas.; Robert Meyer, works mgr.; Charles Lindstrom, sales mgr.; Robert Novak, pur. agt.; Richard Vernald, secy.; Herb Hallen, traffic mgr. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. Ed Lund, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres. and gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; B. E. Dellenbach, asst. sales mgr.; R. Gilles, wks. mgr.; J. I. McCauley, chief engr.; T. P. Dalzell, secy. and pur. agt.; E. Bates, asst. **Det. Rep.** — B. Finn, 2832 E. Grand blvd., Detroit, Mich.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring, oilstones, coated abrasives (Behr-Manning div., Troy, N. Y.). Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; Malcolm N. Pilsworth, secy.; William J. Magee, treas.; Andrew B. Holmstrom (abrasive div.), Frank W. Smith (machine div.), gen. mgrs.; F. G. Gifford (wheel plants), J. Jeppson (abrasive div.), I. G. Freeman (machine div.), wks. mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis, G. A. Park, W. E. Shumway, D. L. Price (abrasive div.), R. D. Lawson (machine div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, R. P. Anderson, asst. adv. mgrs.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traffic mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell, Abr. div.; C. L. Smith, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston.

NOX-RUST CHEMICAL CORP., 2429 S. Halsted st., Chicago 8, Ill. Underbody coatings, sound deadeners, insulation, rust preventive compounds, vapor phase rust preventive wrappers. G. A. Daubert, pres.; R. H. Stuff, sales mgr., mastic div.; T. L. Lee, asst. sales mgr., mastic div.; L. S. Mann, eastern sales div.; J. W. Taylor, pur. agt.

NYLEN PRODUCTS CO., Lake Shore dr., St. Joseph, Mich. Iron castings, iron pistons, aluminum pistons, piston pins, cylinder sleeves. John A. Nylen, pres., gen. mgr. and chief engr.; V. L. Nylen, vice-pres. and treas.; W. R. Payne, secy.; Wm. R. Hayes, sales mgr.; T. L. Lucker, asst. sales mgr., pur. agt. **Det. Rep.**—Thomas B. Coughtrie, 5637 Summit, Sylvania, O. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

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O & S BEARING CO., 303 S. Livernois ave., Detroit 17, Mich. Automotive bushings and bearings, shock absorber links, tie rod ends. Newton Skillman, pres.; Newton Skillman jr., vice-pres., adv. mgr., pub. rel.; Robert M. George, secy., treas.; John E. Connolly, gen. mgr., works mgr., bus. mgt. dir.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; Eldred A. Mayrend, pur. agt.; James A. Toth, asst.; Ernest Noble, traffic mgr. **Det. Rep.**—Fred R. Smith. **Adv. Agcy.**—Rolfe C. Spinning Co., Detroit, Mich. C. Pineau, acct. exec.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, vice-pres.; James Beckett, treas.; David A. Hearn, secy.; Stanley L. Remlein, pur. agt.; F. L. Oldroyd, sales mgr. **Det. Rep.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.**—Rickard & Co., New York 18, N. Y. E. C. Mayer, acct. exec.

OAKMAN MANUFACTURING CO., 12995 Hillview ave., Detroit 27, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; James H. Withers, vice-pres.; Benjamin P. Freedland, secy.; Nathan Freedland, treas.; Gordon O. Rice, sales mgr.; Delbert A. Miller, works mgr.; E. E. Shonberg, mgr., Sherwood plant; M. E. Derin, pur. agt.; Leonard Tierman, cont.; H. W. Logan, engr.

OHIO PISTON CO., 5340 Hamilton ave., Cleveland 14, O. Pistons, piston pins, cylinder sleeves. C. Birnbaum, pres.; Dan P. Shaw, vice-pres., treas., gen. sales & adv. mgr.; Howard E. Hendershott, secy.; C. J. Winter, repl. parts, prod. mgr., pur. agt.; George Svetcoff, chief engr.; Leo Gravelle, ind. parts, prod. mgr., pur. agt. **Det. Rep.**—Art Bernstein, 443 E. Fort st. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. L. S. Monroe, acct. exec.

OHIO RUBBER CO., Willoughby, O. Rubber and synthetic to metal adhesion parts; molded and extruded rubber parts; automotive floor mats, step plates, motor mounts, etc. Franklin G. Smith, chmn.; H. F. Safford, pres.; C. K. Arter, secy.; H. J. Bechtold, treas & cont.; R. A. Mertz, vice-pres., mfg.; K. N. Carter, sales mgr.; H. W. Schultz, chief engr.; C. L. Feely, pur. agt.; T. C. Pearson, traffic mgr.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. G. P. Kurtz, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11, Ill. Manufacturers of Oil-Dri absorbents and Oil-Dri Non-Slip paint. Nick Jaffee, pres.; Leo P. Jaffee, treas.; Woodrow A. Jaffee, sales mgr.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlingame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

OIL-EYE CORPORATION OF AMERICA, 51 Walnut, Winona, Minn. Oil-Eye positive indicator. R. W. Miller, pres.; Donald K. Davis, sales mgr. & pur. agt.; R. J. Harkenrider, chief engr. **Adv. Agcy.**—Firestone-Goodman Adv. Agency, Inc., Minneapolis 2, Minn.

OILGEAR CO., 1560 W. Pierce st., Milwaukee 4, Wis. Broaching machines; presses; fluid power pumps, motors, transmissions, cylinders, valves, accessories. G. H. Fobian, pres.; R. D. Pakenham, secy. & treas.; H. Seifert, works mgr.; W. G. Prasse, vice- pres. & sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, chief engr.; Harold Jungbluth, pur. agt.; L. Flannery, traffic mgr. **Det. Rep.**—Frank G. Kuhagen, 1220 Maccabees Bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. L. A. Drew, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. E. R. Hoover, pres., gen. mgr.; Floyd E. Deremer, William E. Bullock, vice-presidents; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, works mgr.; Hazen S. Carson, sales mgr.; T. E. Hoover, asst. sales mgr.; Floyd E. Deremer, chief engr.; L. F. Kent, pur. agt.; E. Marod, traffic mgr.; C. W. Kitzinger, asst. gen. mgr. **Det. Rep.**—Hazen S. Carson.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; R. E. Griffin, exec. asst. to gen. mgr.; L. F. Carlson, exec. asst. to gen. mgr.; E. W. Schuon, div. comptr.; T. C. Downey, wks. mgr.; G. R. Jones, gen. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; M. J. O'Connor jr., exec. asst. to gen. sales mgr.; C. B. Dakin, mgr., forge plant; J. H. Handley, parts and acc. mgr.; H. N. Metzel, chief engr.; A. E. Goossen, dir. of pur.; H. J. Hidlay, pur. agt.; A. S. Corwin, traffic mgr.; M. J. Seaton, sales prom. mgr.; L. F. Carlson, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Clarence Hatch jr., acct. exec.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, exec. vice-pres. and gen. mgr.; Edward J. Scherer, wks. mgr.; Herbert H. Spielman, gen. sales mgr.; C. S. Lyon, gen. mgr. (Aerobilt Bodies, Inc., Athens, N. Y.); Ruth Stuart, traffic mgr. **Det. Rep.**—George K. Meeks, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.**—Walter J. Gallagher, 175 Fifth ave., New York, N. Y. Walter J. Gallagher, acct. exec.

ONEIDA PRODUCTS CORP., Canastota, N. Y. Bus bodies, sheet and metal work. W. C. Coburn, pres.; C. W. Trout, vice-pres., sales and adv. mgr.; A. W. Smith, secy.-treas.; Richard H. Evans, gen. factory supt.; H. R. Turner, chief engr.; B. H. Crowell, pur. agt.; Darby Jones, asst.; Herbert Stoughton, pub. rel. mgr., asst. to pres. **Adv. Agcy**—Grant, Detroit, Mich.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists, chassis dynamometers. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; A. Lundeen, vice-pres., chge. of sales; Donald Shannon, adv. and pub. rel. mgr.; E. W. Hines, serv. mgr.; A. W. Paulson, chief engr.; J. L. Fish, pur. agt.; S. P. Collins, asst.; C. H. Vescelius, traffic mgr. **Det. Rep.**—V. G. Hahn, 950 West Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 East 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

OUIMET STAY & LEATHER CO., 71 Center st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.; E. Allen Stuart, gen. mgr.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. R. A. Kaplan, pres.; A. R. Kaplan, vice-pres., sales and adv. mgr.; R. R. Barnard, secy.; Robert Allyn, asst. sales mgr.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. agt.

OWENS-CORNING FIBERGLAS CORP., Nicholas bldg., Toledo 1, O. Fibrous glass thermal and acoustical insulations, fibrous glass textile products, fibrous glass mat products. Harold Boeschenstein, pres.; J. M. Briley, vice-pres.; W. P. Zimmerman, exec. vice-pres.; Games Slayter, vice-pres., research; J. H. Thomas, vice-pres. and gen. mgr. (textile prod. div.), 16 E. 56th st., New York, N. Y.; L. R. Kessler, vice-pres and gen. mgr. (Pacific Coast div.); B. E. Boyd, vice-pres. mfg.; H. R. Winkle, vice-pres. and treas.; Ben S. Wright, vice-pres. pur. and trade rel.; C. G. Staelin, secy.; E. W. Smith, vice-pres., branches; E. J. Detgen, sales mgr.; P. J. Fluge, adv. and prom. mgr.; E. C. Ames, pub. rel. mgr.; J. R. McCord, mgr. transp. sales; V. DiMaio, mgr. automotive sales. **Det. Rep.**—J. J. Hartnett. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., J. E. Boland, acct. exec.

P

P & G HAND FORGED TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics' hand tools. J. Earl Jones, pres.; B. H. McClain, vice-pres., treas.; A. Jensen, wks. mgr.; E. F. Howard, chief engr.; C. W. Geist, pur. agt. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffiths, acct. exec.

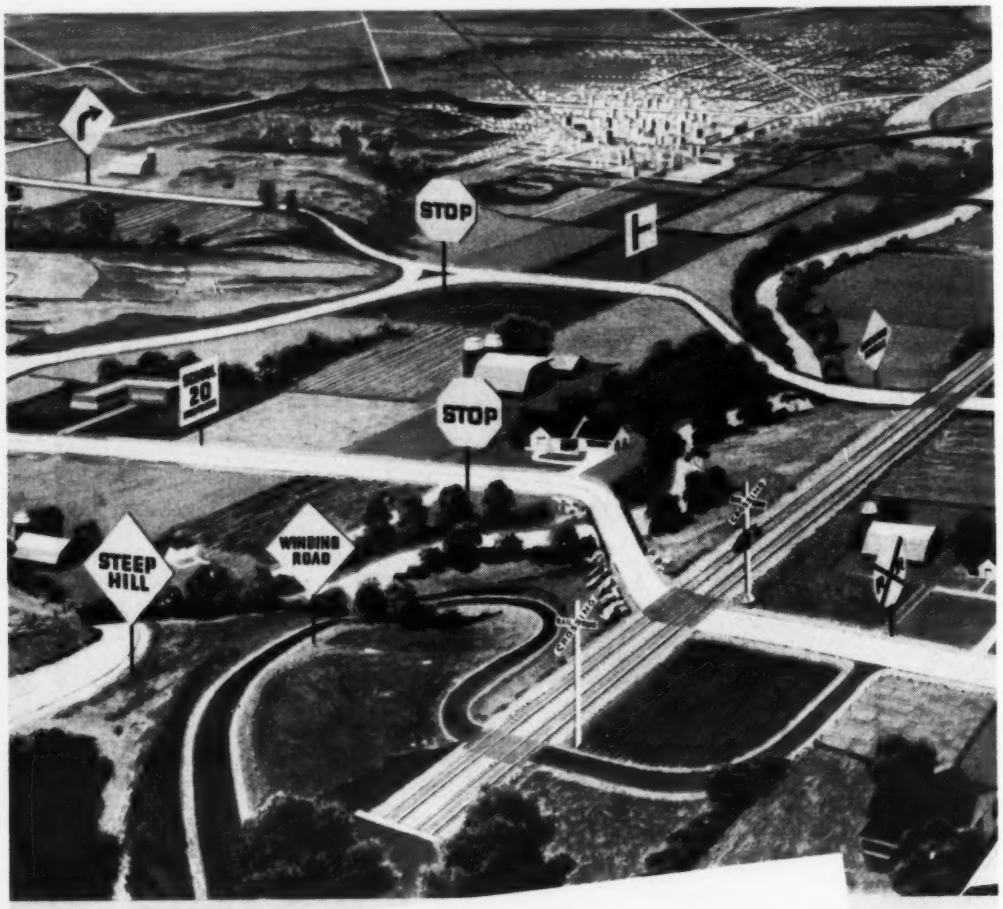
P-J INDUSTRIES, 315 N. 8th st., Milwaukee 3, Wis. Car Hush. Joel R. Rachlin, pres.; Donald C. Popalisky, vice-pres.; Ray M. Benson, sales and adv. mgr. **Adv. Agcy.**—Carney Advertising Agency, Inc., Milwaukee, Wis.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. John P. Weber, pres.; Joseph A. Gutting, vice-pres. and gen. mgr.; Stanley A. Hittner, secy.-treas. **Det. Rep.**—W. M. Rosborough, 201 Tracy bldg., 128 Kercheval ave.

PAASCHE AIRBRUSH CO., 1909 Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, compressors, air-painting units. J. A. Paasche, pres.; H. F. Reck, vice-pres., secy., gen. and sales mgr.; W. A. Sharman, treas.; E. H. Hanson, sales mgr.; H. J. Pedersen, adv. mgr.; E. W. Berg, chief engr.; L. R. Stensland, pur. agt.; H. Williamson, asst. pur. agt. **Det. Rep.**—J. Ebert, 4470 Cass ave., Detroit 1, Mich.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, automobile insurance. Maxwell C. King, pres.; A. M. DeLauney, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, treas.; Elliott Taylor, pub. rel. and adv. mgr.

(Continued on Page 209)



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THE SAFETY BRAKE LINING
A PRODUCT OF
AMERICAN Brake Shoe COMPANY
DETROIT 9, MICHIGAN
FOR MORE SAFE STOPS . . . FOR MORE SAFE MILES

Who's Who in Auto Industry

(Continued from Page 208)

PACIFIC MILLS, 140 Federal st., Boston, 10, Mass. Detroit office: Rm. 429, Fisher bldg. Automotive fabrics. Henry M. Bliss, pres.; E. D. Walen, vice-pres. **Det. Rep.**—Nelson A. Butler.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, factory mgr.; R. J. Montgomery, gen. sales mgr.; S. A. Orr, mgr., replacement sales; C. B. Hamilton, Detroit dist. mgr. (equipment); F. B. Duncan, Chicago dist. mgr. (equipment); H. C. Mohr, adv. and sales prom. mgr.; L. C. Wolcott, chief engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. Wayne E. White.

PACKARD MOTOR CAR CO., 1580 E. Grand blvd., Detroit 32, Mich. Automobile special chassis. Hugh J. Ferry, pres., treas.; LeRoy Spencer, exec. vice-pres.; E. C. Hoelzle, vice-pres., comptr. and secy.; George C. Reifel, vice-pres., mfg.; C. E. Briggs, gen. sales mgr.; Col. J. G. Vincent, vice-pres., consulting engr.; W. H. Graves, vice-pres., engrg.; G. H. Brodie, vice-pres., chge. of coordinating operations; Milton Tibbetts, vice-pres. and patent counsel; Hugh W. Hitchcock, dir. of adv. and pub. rel.; R. R. Rees, dir. of pur.; M. F. Macauley, factory mgr.; Roy Abernethy, asst. gen. sales mgr.; W. B. Hoge, asst. comptr.; J. A. Carr, parts and serv. mgr.; Fred W. Adams, adv. mgr.; C. D. Thomas, sales prom. mgr.; C. R. Herrick, traffic mgr. **Adv. Agcy.**—Maxon, Inc.

PALL MALL MFG. CO., 12-19 Jackson ave., Long Island City 1, N. Y. Automobile polish. T. Rabb, pres.; H. Gilbert, sales mgr.; Lester H. Wolff, adv. mgr.

PALMER-BEE CO., 1701 Poland ave., Detroit 12. Conveyors, speed reducers, transmission machinery. Geo. A. Bee, pres. and gen. mgr.; Geo. R. Kew, exec. vice-pres.; D. A. Sweeney, secy.; E. T. Sadlier, treas.; Dean Brown, wks. mgr.; H. W. Alexander, sales mgr.

PALNUT CO., 47 Cordier st., Irvington 11, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PARAMOUNT FABRICATING CO., 1644 W. Lafayette, Detroit 16. Body hardware, hinges, electronic shiftometers, gas conversion burners. John C. Griffin, pres. and gen. mgr.; A. Boddie, vice-pres.; E. Frye, secy.; G. Griffin, treas.; James Unger, works mgr.; Howard M. Davidson, sales mgr.

PARISH & BINGHAM DIV., Midland Steel Products Co., Madison ave. and W. 106 st., Cleveland, O. Automotive chassis frames; axle housings and axle tubes; automotive stampings, heavy and light; miscellaneous stampings, heavy and light. E. J. Kulas, pres.; W. A. McKinley, exec. vice-pres.; D. S. Greer, vice-pres., treas.; J. W. Reavis, secy.; E. Almdale, vice-pres. in chge. of prod.; A. E. Kerckhoff, pur. agt.; Ralph Newby, sales mgr.; J. Haeni, traffic mgr.; C. W. McCoy jr., pub. rel. mgr. **Det. Rep.**—W. A. McKinley, 6660 Mt. Elliott ave., Detroit 11, Mich. **Adv. Agcy.**—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. F. L. Woodside, pres. and gen. mgr.; A. A. Wadson, vice-pres.; H. D. Kitchen, secy.-treas., pur. agt.; L. M. Harris, sales mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn. acct. exec.

PARKER-KALON CORP., 200 Varick, New York 14, N. Y. Self-tapping screws, socket screws, nails, wing nuts, metal punches, damper regulators, quandrants, file and solder iron handles. Louis Goldburg, pres.; Heyman Rosenberg, vice-pres.; Martin Slifka, gen. mgr. and secy.; Hyman Goldburg, treas.; Harold Rosenberg, works mgr.; S. S. Kahn, sales mgr.; Harold Elfenbein, adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, chief engr.; W. F. Morrison, pur. agt.; I. Kroll, traffic mgr.; P. J. Hagan, pub. rel. mgr. **Det. Rep.**—Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.**—Horton-Noyes Co., Providence 3, R. I. H. W. Gerlach, acct. exec.

PARKER PRODUCTS, INC., 1207 Harmon pl., Minneapolis 3, Minn. Tailored and universal seat covers, directional signals for all makes of cars and trucks, bug screens, scuff pads, etc. A. T. Hansord, pres.; Rudy Luther, vice-pres.; K. C. Glaser, secy.-treas.; V. O. Abramson, gen. sls., adv.; James Benson, cf. engr., pur. agt.; T. H. Parker, prod. mgr., pur. agt.; Wesley Heyn, traffic mgr.; Floyd Lossing, wks. mgr. Exporter, Sanmar Tool & Equipment., 110 Washington st., New York, N. Y. **Adv. Agcy.**—Baxter, Minneapolis, Minn.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11, Mich. Metal rust proofing processes. W. M. Cornelius, chmn. of bd.; R. W. Englehart, pres.; G. E. Luke, vice-pres., treas.; F. J. DeWitt, vice-pres.; M. V. Wallace, secy.; J. F. Rankin, compt.; M. B. Roosa, sls. mgr.; R. H. Gordon, cf. engr.; Dr. R. C. Gibson, research dir.; E. W. Richards, serv. mgr.; R. I. Peterson, asst. serv. mgr.; W. R. Cavanagh, mgr. development section; J. A. Bovlan, mgr. tech. serv. section; R. E. LaVigne, traf. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. H. Ross Mack, acct. exec.

PATHFINDER COACH DIV., Kosciuskos, Miss. School and passenger coaches. Y. R. Schively, gen. mgr.; D. A. Shields, asst. gen. mgr.; J. R. Bidwell, sls. mgr.; W. J. Miller, pur. agt.; T. O. Krogh, cf. engr.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2, Mich. Vibro-pneumatic cleaner. Wm. N. Patterson, owner.

PECKAT, CHARLES MFG. CO., 110 Madison st., Maywood, Ill. Automobile windshield visors. Wm. A. Mueller, pres.; Walter A. Peckat, vice-pres.; Mrs. Emma Peckat, secy., treas.; H. Heinichen, works mgr., pur. agt.; Gordon Cameron, sales mgr.; John H. Sampson, Inc. **Adv. Agcy.**—221 N. LaSalle st., Chicago 1, Ill.

PENFIELD MFG. CO., INC., 19 High School ave., Meriden, Conn. Water demineralizers, ion exchange equipment, water treatment equipment, tanks, filters. Anthony C. Gigliotti, pres., chief engr.; Edward H. Clohessy, secy., gen. mgr., pur. agt. **Adv. Agcy.**—F. P. Walther jr. & Associates, Boston, Mass.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. E. Streeter, 69 Main st., Bradford, Pa., pres.; G. J. Hanks, 54 Boylston st., Bradford, Pa.; C. A. Chipman, Bolivar, N. Y., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. vice-pres. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. Harry Guest, acct. exec.

PENNSYLVANIA REFINING CO. (Gumout Div.), 2686 Lisbon rd., Cleveland 4, O. Motor oils, greases, Anti-freeze, gear lubricants. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, wks. mgr.; Robert W. Lackner, sls. mgr.; L. Gordon Grinnell, asst. sls.; J. H. Hughey, sls. prom. mgr.; Grafton Fenker, cf. engr.; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—G. W. Roy and E. A. O'Connor, 6432 Cass ave. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

PENNSYLVANIA RUBBER CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, camelback and repair materials. E. V. Duffy, gen. sls. mgr.; A. P. Weightman, sls. operation mgr.; D. E. Kirkpatrick, adv., sls. prom. mgr.; C. F. White, repair materials and acc. mgr.; N. W. Graham, mgr. Stock Regulation and Prod. Control; H. B. Carpenter, mgr. Gov't and Manufacturers Sls.; N. R. Willis, mgr. Export Div. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. J. L. Bourke, acct. exec.

PENNZOIL CO., Oil City, Pa. Motor oil, lubricants and gasoline. W. S. Zehrung, pres., gen. mgr.; F. W. Alcorn, vice-pres., secy.; D. W. Grant, vice-pres.; H. W. Loveland, treas.; R. W. Grunert, contr.; W. J. Dempsey, asst. treas.; H. H. Howe, asst. treas., cf. acct.; M. L. Meddock, gen. aud., asst. contr.; J. M. Hinman, research and development mgr.; A. W. Clinger, sls. mgr. (wholesale); H. T. Harris, sls. mgr. (lub. div.); J. G. Miller, sls. mgr. (gasoline div.); D. E. Carrier, traf. mgr.; R. M. Henry, pur. agt.; R. T. Benton, credit mgr.; F. H. Gates, atty.; D. G. Proudfoot, mgr. ind. sls.; E. E. Johnson, adv. mgr.; L. E. Ferringer, asst. adv. mgr.; A. V. Hoffman, gen. supt. refineries; H. A. Fennick, asst. refinery supt.; F. W. Officer, asst. supt. **Det. Rep.**—A. B. Capps, div. mgr., 1865 National Bank bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 552 S. Washington, Hagerstown, Ind. Piston rings, piston expanders, plastigage, bearing adjusters, manulathe piston nurlizers. Ralph T. Teetor, pres.; Don H. Teetor, vice-pres., chge. sls.; Daniel C. Teetor, vice-pres., chge. engr.; George Rea, secy-treas.; Wm. B. Prosser, gen. mgr.; R. M. Thomas, mfg. sls. mgr.; J. C. Hamilton, replacement sls. mgr.; Herman Teetor, adv. mgr.; John Senn, asst.; W. B. Hartley, pur. agt.; Robert Beeson, traf. mgr. **Det. Rep.**—R. P. Austin, Robert Swearingen, W. P. Wallace, 8-221 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., Chicago, Ill. E. F. Hascall, acct. exec.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr. and sales mgr.; M. H. Hughes, chief engr. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct. exec.

PERFECTION GEAR CO., 152nd & Vincennes, Harvey, Ill. Gears, shafts, transmissions, differentials, transfer case. D. H. Daskal, pres., gen. mgr.; S. R. Wolff, vice-pres., sls. mgr.; G. H. Daskal, secy., cf. engr.; D. Davis, treas.; Joe Garfien, wks. mgr.; R. M. Wolff, asst. sls.; E. Ellison, pur. agt. **Det. Rep.**—Leo Styles, 2340 Book Tower. **Adv. Agcy.**—Arthur Mogge, Inc., 333 N. Michigan ave., Chicago, Ill.

PERFECTION STEEL BODY CO., South East st., Galion, O. Hydraulic hoists, power takeoffs, platform stake bodies, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; H. Cobey, gen. mgr.; H. Earnshaw, wks. mgr.; Martin Kruger, sls. mgr.; Wm. Wagner, cf. engr.; Carl A. Glass, pur. agt.; M. C. Weber, traf. mgr.; Ralph Workman, pub. rel. mgr. **Det. Rep.**—L. H. Cleland, 16955 LaSalle blvd. **Adv. Agcy.**—Morgan Advertising Co., Mansfield, O.

PERFEX CORP., 500 W. Oklahoma ave., Milwaukee 7, Wis. Industrial engine radiators, oil and torque converter coolers. C. E. Lewis, pres.; V. R. Tate, exec. vice-pres. and secy.; I. G. Bohrman, vice-pres. and mgr. of radiator div.; H. J. Schroeder, treas.; H. Russell Wilson, sales mgr. (radiator div.); John J. Holzhauer, sales prom. mgr.; Robert Engbring, adv. mgr.; Ernest Panthofer, chief engr. (radiator div.); Walter Quade, pur. agt.; John Stenger, asst. pur. agt. **Adv. Agcy.**—Howard H. Monk & Assoc., Rockford, Ill. Geo. Kane, acct. exec.

PERMAFUSE CORP., 12 Commercial ave., Garden City, N. Y. Bonding agents and equipment: Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas., gen. mgr., adv. mgr.; F. R. Tilden, vice-pres., secy.; Frederick R. Tilden, sales mgr.; Frederic G. Fegley, serv. mgr.; S. G. Tilden jr., chief engr.; James Syverson, pur. agt. **Det. Rep.**—George W. Jones, 1720 Middlehurst rd., Cleveland Heights 18, O.

PERMATEX CO., INC., 1720 Avenue Y, Brooklyn 29, N. Y. Automotive chemical items. C. A. Benoit jr., pres.; H. J. Enders, vice-pres., sls. mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; W. C. Hean, wks. mgr.; B. R. Ratajack, adv. mgr.; B. T. Sheridan, cf. engr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.**—J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.**—E. M. Freystadt Assoc., New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas., gen. mgr.; L. E. DeGroat, vice-

(Continued on Page 210)

Cylinder bore wear **REDUCED . . 84.6%**

Main bearing wear **REDUCED . . 77.9%**

Rod bearing wear **REDUCED . . . 93.3%**

Piston wear **REDUCED 78.4%**

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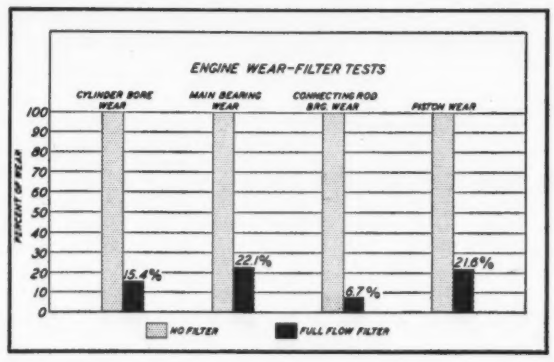
FULL-FLOW

MICRONIC FILTERS

THESE ARE THE RESULTS of tests just completed by one of the world's largest automobile and engine manufacturers.

The purpose of these tests was to determine how much the Micronic Full-Flow element reduces wear.

Running standard gasoline engines under extremely adverse conditions, test engineers found that Purolator Micronic* Full-Flow filtration was the best of all tried . . . far superior to any partial-flow filter.



The secret of this amazing performance is the Purolator* *Micronic* Filter Element with *ten times* the filtering area of old-style filters. It is the *only* element capable of delivering full-flow rates during its entire service life, with effective, dependable filtration down to *microns* (0.000039 in.)!

Purolator's Engineering Department will gladly cooperate in helping you adapt super-efficient Purolator Micronic Full-Flow filtration to your own requirements. *Just write!*

*Reg. U. S. Pat. Off.

PUROLATOR PRODUCTS, INC.
Rahway, New Jersey and Toronto, Ontario, Canada
Factory Branch Offices:
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PUROLATOR
MICRONIC OIL FILTER
"FIRST IN THE FIELD OF FILTERING"

Who's Who in Auto Industry

(Continued from Page 209)

pres., sales & adv. mgr.; H. R. Doswell, secy. & works mgr.; S. W. Jackson, chief engr.; A. Eble, pur. agt.; P. A. Lynch, traffic mgr. **Det. Rep.**—C. L. Lawrence, 929 Washington ave., Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERRINE QUALITY PRODUCTS, 55 Rumford ave., Waltham 54, Mass. Storage batteries, Lester Perrine, pres.; M. A. Goldsmith, vice-pres., gen. mgr.; H. C. Perrine, secy.-treas., pur. agt.; Gustave Dobrin, wks. mgr.; M. M. Yanow, sls. mgr.; Earl Beardsley, traf. mgr.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; pneumatic devices, exhaust deflectors, breezies, dash trays, horn rings, steering wheel spinners. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sls. mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools. William Petersen, pres.; Chris Petersen, vice-pres. and chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr. and pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—Buchanan-Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Surface grinders, welding flux, P-B threaded-in valve seats. D. R. Peterson, pres.; E. Tautfest, plant supt.; L. Santhoff, pur. agt.; Mrs. M. Greene, traf. mgr. **Det. Rep.**—Ken Boomer, 1415 Glynn ct., Detroit, Mich. **Adv. Agcy.**—Selders-Jones-Covington, Inc., Kansas City, Mo. Larry Covington, acct. exec.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite. S. V. Hirschman, pres.; Joseph Staff, vice-pres.; Raymond N. Greif, adv. mgr., sales. prom. mgr.; William O. Hebler, cf. engr.; Murray Schwartz, pur. agt.; John Minerva, traf. mgr. **Adv. Agcy.**—Picard Advertising Agency, New York, N. Y. Nicholas Noble, acct. exec.

PHEOLL MFG. CO., 5700 Roosevelt rd., Chicago 50, Ill. Machine screws, sheet metal screws, cap, set, thumb, metallic drive and wood screws, threaded rods, bolts, nuts, rivets. S. V. Winquist, asst. vice-pres., sls.; C. C. Curry, sls. mgr.; N. L. Marvin, sls. prom. mgr.; F. P. Tisch, cf. prod. engr.; A. A. Schmid, pur. agt. **Det. Rep.**—H. E. Goeppel, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy.-treas. **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

PHOENIX AUTO PRODUCTS CO., 630 N. 28th st., Milwaukee 8, Wis. Draft-Eeze wind deflectors, stop-glare headlight shields, Win-Shields for convertibles. A. Berlin, pres., gen. mgr.; Alan Shafrin, vice-pres.; Nanette Berlin, secy.-treas. **Det. Rep.**—W. A. Strouse, Sandusky, O. **Adv. Agcy.**—E. T. Milanowski Adv. Agency, Milwaukee, Wis.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan E. Pick, vice-pres.; Robert B. Pick, secy.; A. V. Weasler, gen. mgr.; W. J. Dooley, sls. mgr. **Det. Rep.**—Orth & Co., 1818 Guardian bldg.

PIERCE GOVERNOR CO., INC., 1630 Ohio ave., Anderson, Ind. Engine governors, controllers, regulators, automatic chokes. C. K. McCullough, pres.; H. C. Minniear, sls. mgr.; Glenn Mills, sls. prom. mgr. **Det. Rep.**—C. F. Mills, 18954 James Couzens hwy., Detroit 25, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

PILOT MFG. CO., South pl., Battle Creek, Mich. Towing units. M. Hayman, pres., gen. mgr.., sls., adv. mgr., pur. agt.; B. Backinger, vice-pres.; G. Heyman, secy.-treas.; C. A. Klein, factory mgr.; G. Heyman, asst. sls. mgr.

PIONEER CHEMICAL & MFG. CO., 1828 Columbus rd., Cleveland 13, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial maintenance materials. Frank S. Wright, gen. mgr.; M. E. Wright, sales mgr. **Adv. Agcy.**—White Advertising Agency, Cleveland, O. Harm White, acct. exec.

PITTSBURGH PLATE GLASS CO., Grant bldg., Pittsburgh 19, Pa. Safety glass, safety sheet glass. Multiple bullet-resisting glass, Herculite tempered glass, solex heat absorbing glass, all types of curved and flat glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. Harry B. Higgins, pres.; Richard B. Tucker, exec. vice-pres.; Frank W. Judson, E. D. Griffin, vice-presidents; Robert W. Wardrop, asst. to vice-pres.; Howard B. Brown, secy.; W. V. Simmons, treas.; M. W. Marshall, sls. mgr. (ind. glass); H. E. Post, sls. mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sls.); A. J. Roche, mgr., Detroit warehouse, 6045 Hamilton ave.; Guy Berghoff, pub. rel., adv. dir.; Michael Batenburg, adv. mgr. (paint); George B. Motheral, adv. mgr. (glass); M. E. Carlisle, pur. agt.; Richard Boyd, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Pittsburgh, Pa. (glass); Maxon, Inc., Detroit (paint).

PITTSBURGH STEEL PRODUCTS CO., 3214 Grant bldg., Pittsburgh 19, Pa. Materials handling equipment and construction materials, Thomas C. Phillips, vice-pres., chge. sls.; Robert L. Glose, gen. mgr. sls.; Harry D. Stone, mgr. material handling sls. **Det. Rep.**—John M. Leahy, 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. George Bond, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. J. W. Freeman, pres.; W. K. Hahn, vice-pres., treas.; Harold K. Brooks, vice-pres., secy.; W. F. McNally, sls. mgr.; R. W. B. Hannan, asst. sls. mgr.; H. M. Feely, plant mgr., cf. engr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—Rolled Steel Products Co., 521 Fifth ave., New York, N. Y.

PLASTIC WEAVE MILLS, INC., 118 E. 28th st., New York 16, Woven plastic material. Harold Davis, pres.

PLASTIKON DISPLAY SIGNS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window, sign kits for windshields, showroom windows, signs, posters, cloth banners, pennants, auto plates for advertising. E. S. Strom, pres., gen. mgr., sales mgr.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y. Roy Runk, acct. exec.

PLYMOUTH DIV., Chrysler Corp., 6334 Lynch rd., Detroit, Mich. Passenger cars, amphibious airplane hulls, major airplane tail and wing assemblies and other military equipment. D. S. Eddins, pres., gen. mgr.; Nicholas Kelley jr., J. P. Mansfield, vice-presidents; A. H. Paterson, vice-pres., gen. wks. mgr.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; R. C. Somerville, gen. sls. mgr.; B. K. Steele, H. B. Heberling, asst. gen. sls. mgrs.; K. G. Pound, dir. of distr.; W. B. Rice, dir. serv.; A. B. Dowd, mdse. mgr.; F. L. DeCavitte, factory mgr.; N. F. Hadley, cf. engr.; W. H. Allen, plant engr.; George H. Rumford jr., factory mgr. (Evansville plant); C. C. Rowles, operation mgr. (Chrysler Motors Calif., Los Angeles plant). **Adv. Agcy.**—N. W. Ayer & Sons, Philadelphia 6, Pa. J. Widman Bertch (Detroit), acct. exec.

POL-FLO PAINT SPRAYER CORP., 1412 16th, Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr.; James C. Van Winkle, sls. mgr.; Walter W. Wohlforth, dir. sls.; Hunter Yowell, pur. agt. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, statistical and consumers research. R. L. Polk jr., pres.; Julian G. Wolfner, vice-pres., sales and gen. mgr.; Frederick R. Mixer, secy., treas.; C. H. Maxey, prod. mgr.; William H. Beatty, gen. sales mgr.; James O'Meara, William Wahl, C. Norman Fry, Robert G. Silbar, H. H. Blohm, Frank E. Cox, Huntley Geddes, asst. sales mgrs.; H. R. Schramm, pur. agt.; Robert G. Silbar, pub. rel. mgr.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Automobiles. Arnold Lenz, gen. mgr.; Hilda M. Brand, secy.; H. A. Deeter, div. compt.; Buel E. Starr, gen. mfg. mgr.; E. R. Pettengill, adm. asst.; D. J. Dunlop, asst. mfg. mgr.; A. F. Johnson, mfg. mgr.; C. O. Johnson, gen. plant supt.; R. J. Longpre, prod. mgr.; L. W. Ward, sls. mgr.; E. J. Chapman, Dan O'Madigan jr., asst. sls. mgrs.; B. B. Kimball, adv. mgr.; R. E. Markusen, asst. adv. mgr.; L. W. Walker, sls. prom. mgr.; Hugh J. Hales, serv. mgr.; A. L. Drury, parts sls. mgr.; J. H. Otis, acct. mdse. mgr.; Geo. A. Delaney, cf. engr.; M. F. Rummel, pur. agt.; H. J. Peek (prod.), H. C. Jackson (non-prod.), asst. pur. agts.; R. V. Wiley, bus. mgt. mgr.; E. J. Klebba, traf. mgr.; G. M. Watson, per. dir.; G. J. Schulte, sls. zone mgr., Pontiac, Mich. L. R. Bombar, reg. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit 2, Mich. Paul Foley, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N. Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits. Raphael Porte, pres.; Joseph DeStephano, traf. mgr.

PORTER, INC., H. K., 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. James G. Geddes, pres.; T. P. Kaylor, plant supt.; Henry K. Porter, sls. mgr., auto. div. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. Morris Susman, acct. exec.

POWELL MUFFLER CO., INC., 315 Oriskany st., E., Utica 2, N. Y. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Jos. P. Marx, vice-pres., wks. mgr.; David C. Silbert, secy.; J. M. Checkers, treas.; Ray Calhoun, gen. mgr.; N. A. Cary, sls. mgr.; C. F. Roberts, cf. engr. **Det. Rep.**—Art Watson, 477 Seldon ave.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres. and gen. mgr.; E. J. Powell, vice-pres. and chief engr.; W. S Davis, treas.; H. L. Powell, secy.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; A. E. Doyle, traffic mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks), pneumatic tire spreader. A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.-treas.; W. M. Bernhardt, sls. mgr.

POWER SALES CORP., 530 S. Green st., Chicago 7, Ill. Trailer hitches—for house trailers and utility units; Wax—automotive and house trailers; utility kits—to assist the motorist out of mud, snow, ice; rest trailer dolly for the night and change tires. I. E. Jackson, pres.; A. List, vice-pres.; C. Wydra, secy.-treas.

PRATT INDUSTRIES, INC., E. Main st., Frankfort, N. Y. Automotive mufflers and allied products. J. G. Sittig, pres.; B. C. Folts, vice-pres. **Det. Rep.**—Harry V. Swanson, 7953 E. Oglesby ave., Chicago, Ill.

PREMIER AUTOWARE CO., 1967 E. 57th Cleveland 3, O. Automotive replacement parts. J. N. Mandel, chmn. of bd.; J. C. Mandel, pres.; P. F. Minarik, vice-pres.; J. W. Lerner, vice-pres.; M. L. Mandel, secy.-treas.; Julian Kolby, adv. mgr. **Adv. Agcy.**—Wyse Advertising, Cleveland, O. Marc Wyse, acct. exec.

PRES-A-LITE CORP., 432 Fourth ave., New York 16, N. Y. Pres-A-Lite automatic cigaret lighter and dispenser. S. A. Halpern, pres., sls. mgr., adv. mgr.; S. Glazier, asst. sls. mgr., asst. adv. mgr. **Adv. Agcy.**—William H. Weintraub & Co., New York 22, N. Y.

PREST-O-LITE BATTERY CO., INC., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. D. H. Kelly, chmn. of bd. of dir.; J. A. Minch, pres.; J. B. Fenner, vice-pres.; I. O. Goodnight, treas.; F. J. Kennedy, secy.; A. A. Feldman, sls. mgr.; L. H. Middleton, cf. engr.; J. H. Lambrix, pur. agt. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex.; 2510 Atco ave., Middletown, O. Prior safety tanks, Load-Ster helper springs. Henry A. Yeats, pres.; M. C. Brown, sls. mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; Glen L. Scherer, plant mgr. (Dallas); Adam Hamm jr., plant mgr. (Middletown). **Adv. Agcy.**—Ratcliffe Advertising Agency, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Stainless capped carriage bolts (dealer parts for bumpers), small stampings, cold headed products, stainless steel fastenings, tools and dies. M. F. Batten, pres.; J. C. Howell, vice-pres.; R. Johnstone, wks. mgr.

PROTO TOOLS, 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; A. L. Hawley, wks. mgr.; L. M. Rich, vice-pres., sales mgr.; Clifford A. Faust, adv. mgr.; Buford A. Graves, asst.; Louis Greenfield, customer serv. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traffic mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. T. Johnson, acct. mgr.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York 23. Hood and fender aligners, rivets and tools, fender and seat mats, metal cutter, hammer kits. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Richard R. Lewit, secy.-treas.; Arthur A. Mann, asst. sls.; James Fryer, serv. mgr. **Det. Rep.**—Erry Lowenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Jerieo Graphic Arts, New York City. Jerome Davis, acct. exec.

PUBLICKER INDUSTRIES, INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol chemicals, solvents, thermo antifreeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sls. mgr.; A. R. Beinstein, asst. gen. sls. mgr.; Edward Brumberger, plant mgr.; R. R. Smith, gen. adv. mgr.; John Schwed, adv. mgr.; George Berman, pur. agt.; B. A. Bergman, dir. pub. rel. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PURITAN CO., INC., 961 Lyell ave., Rochester 6, N. Y. Brake fluid, flushing fluid, shock, jack and knee-action oil, seals. A. Beach, pres., treas.; J. F. Bush jr., vice-pres., gen. mgr.; Chas. S. Wilcox, secy.; W. B. Daly, wks. mgr., pur. agt.; J. E. Moore, automotive sls. mgr.; W. L. Klieber, cf. engr.; S. Allianell, traf. mgr. **Adv. Agcy.**—Chas. Rumrill Assoc., Rochester, N. Y.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. Ralph R. Layte, pres.; James D. Abeles, vice-pres. & gen mgr.; Carlos D. Kelly, vice-pres., chge. sales; James B. Lightburn, asst. to vice-pres., chge. of sales; Melville D. Johnson, vice-pres., chge. mfg.; Jules P. Kovacs, vice-pres., chge. engrg.; H. J. Markert, vice-pres. and compt.; W. M. Kane, asst. secy.; Herbert W. Thogode, treas.; Howard J. Hopkins, sales mgr. (distributor); Martin J. Stoltz, sales mgr. (equipment); William K. Abeles, sales mgr. (national accts.); Karl H. Mayers, adv. mgr.; Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt.; Joseph Marino, traffic mgr. **Det. Rep.**—Neil C. Vosler, 609 Fisher bldg., Detroit 2, Mich. **Chicago Rep.**—Andrew Raffay jr., 122 S. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and L. Hall, 1401 S. Hope st., Los Angeles, Calif. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave. William N. McKamy, acct. exec.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis grease, wheel bearing and universal joint grease, water pump grease, gear lubricant. L. S. Wescoat, pres.; R. L. Milligan, exec. vice-pres.; L. W. Sweet, vice-pres. retail mktg.; Curtis Dawes, vice-pres., secy.; C. H. Jay, treas.; Francis H. Marling, adv. mgr.; Hale Talbot, asst. adv. mgr.; W. P. Marquam, sls. prom. mgr.; G. L. Parsons, pur. agt.; Douglas Campbell, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PYRENE MFG. CO., 560 Belmont ave., Newark 8, N. J. Fire extinguishers, fire extinguishers recharges. Wallace B. Phillips, pres.; Geo. H. Boucher, J. Edward FitzSimons, Luis E. Eckelmann, vice-presidents; Edward A. Clapp, secy.-treas.; George F. Crosby, wks. mgr.; Nelson Bauer, asst. gen. sls. mgr.; Truman Young, adv., sls. prom. mgr.; Melvin Ormsbee, cf. engr. (prod.); Arthur F. Rutzer, mgr. (foam engrg. dept.); James Faulkner, cf. engr. (foam engrg. dept.); Harry L. Friedauf, pur. agt.; Robert Drummond, traf. mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia 7, Pa.

Q

QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. H. J. Crawford, chmn. of bd.; S. Messer, pres.; G. B. Hunter, vice-pres.; W. R. Reitz, vice-pres. and secy.; C. G. Johnson, treas.; F. O. Koontz, gen. sales mgr.; J. E. Lyon, asst. sales mgr.; H. S. Morris, adv. mgr.; A. S. Blank, asst. adv. mgr.; L. R. Forker, pur. agt.; E. E. Brumberg, traffic mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. Donald Maggini, acct. exec.

QUICK CHARGE, INC., 1750 N.E. 10th, Oklahoma City 4, Okla. Battery chargers, steam cleaners, oil changers, steam cleaning compound. A. C. Fletcher, pres.; C. F. Fletcher, vice-pres. and treas.; J. L. Fletcher, secy.; S. A. Peters, sales mgr.

R

R V JACK CORP., P. O. Box 205 Arcade, N. Y. Wheeled hydraulic garage jacks, hydraulic post jacks, auto trestles. F. A. Graham, pres. and treas.; R. H. Wixson, vice-pres.; F. A. Graham jr., secy. and pur. agt.

RADIATOR SPECIALTY CO., 1700 Dowd rd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special by-products. Solder Seal Line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres., treas.; V. P. Bresan, sls. mgr.; E. J. Fitzgerald, adv., sls. prom. mgr.; Irving Richek, pur. agt.; Wm. F. Hutchison, asst. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C.

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, piston stabilizers, oil and grease seals. J. A. Coolidge, pres.; J. A. Ramsey, vice-pres.; H. Ramel, vice-pres., wks. mgr.; Joe Adams, vice-pres., gen. mgr.; O. C. Holaday, vice-pres., gen. sls. mgr.; W. H. Chamberlain, secy.; J. A. Fox, treas.; Robert Brockmeier, comptr.; John Burroughs, sls. mgr. (northern div.); C. A. Marien jr., sls. mgr. (southern div.); Joe Miller, asst. sls. mgr.; W. G. Myers, adv. mgr., pur. agt.; Hadley Quade,

(Continued on Page 211)

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Who's Who in Auto Industry

(Continued from Page 210)

serv. mgr.; M. W. Marien, vice-pres., cf. engr. **Det. Rep.**—Gordon Lee, 6505 2nd blvd., Detroit, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

RANCO, INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater, control valves. E. C. Raney, pres., secy., gen. mgr.; A. M. Hoover, vice-pres.; R. B. Eddy, treas.; R. Opp, wks. mgr.; G. E. Graff, sls. mgr.; W. H. Stanley, asst. sls. mgr.; Fred Greenwalt, cf. engr.; H. Y. Levin, pur. agt.; L. Levengood, pub. rel. mgr. **Det. Rep.**—J. S. Beechler, 3-146 General Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Koehler, acct. exec.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy.-treas.; R. E. Sharpe, wks. mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—F. D. Leonard, F. L. Seeley, Hugh A. Shillady, 814 New Center bldg., Detroit 2, Mich.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres. and gen. mgr.; Lee J. Oberle, vice- pres. in chge of prod.; W. E. Kyle, controller; D. C. Whitmore, credit and office mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Stratford, Conn. Brake lining, clutch facings, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; R. B. Davis, gen. mgr.; Norman Leeds jr., gen. sls. mgr.; J. L. McGovern jr., replacement sls. mgr.; J. W. Brush jr., asst. sls. mgr.; A. K. Litchfield, cf. engr.; J. E. Reagan, pur. agt.; L. Lorenzo, traf. mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded goods and specialized industrial rubber goods; rubber covered equipment; abrasive grinding and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, powdered metal products. S. Simpson, chmn. of bd.; J. F. D. Rohrbach, pres.; H. E. Smith, vice-pres., Rubber Products Sales; J. H. Merrell, vice-pres., Western Sales Div.; W. S. Simpson, secy.; G. R. Weber, treas.; G. W. Marshall jr., Gen. Sales Mgr., asbestos products; J. E. Cole, Sales Mgr., equipment sales.; F. A. Miller, dir. mktg. and mdse. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. S. G. Landers, acct. exec.

RAYFLEX FABRICS, INC., 20 W. 37th st., New York 18. Elastic seat cover fabrics. W. E. Ross, pres.; L. A. Schneider, vice-pres., sls. mgr. **Det. Rep.**—Wm. J. Ulrich Co., Fisher bldg. **Adv. Agcy.**—Wm. Seidenbaum Agency, New York, N. Y. Dave Ferro, acct. exec.

RAYMOND MFG. CO., Div. Associated Spring Corp., 226 So. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Fuller F. Barnes, pres.; Harry C. Barnes, vice-pres.; S. Russell Mink, secy.; Alden C. Purrington, treas.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; L. Stowe, sales mgr.; R. L. Reed, asst. sales mgr.; E. G. Crapser, Jr., adv. mgr.; L. Stowe, serv. mgr.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

READING BATTERIES, INC., P. O. Box 916, Reading, Pa. Storage batteries. J. Turner Moore jr., pres., gen. mgr.; Harrison A. Peck, vice-pres., dir. of sls.; George B. Gaul, secy.-treas.; Carl G. Reetz, dir. of engrg., prod.; Harry Hutz, research and development; C. A. Degucz, aircraft sls. engr.; Francis J. Spatz, adv. and prom. mgr.; LeRoy F. Groff, dir. procurement. **Adv. Agcy.**—Kamp & Godfrey, Inc., Lancaster, Pa. William B. Kamp, acct. exec.

REDMOND CO., INC., Owosso, Mich. Motors, electric windshield wipers, dynamotors, inverters, blowers, speed controllers. Frank C. Campbell, pres.; James G. Kennedy, exec. vice-pres.; W. Walter Young, comptr. - treas.; Carol Nolan, secy.; Paul B. Best jr., vice-pres., chge. series motor sales; James W. Tweedy, vice-pres., chge. induction motor sales; Glenn Baumhardt, vice - pres., chge. engrg.; Wilfred R. Fox, vice-pres., chge. mkt. research, adv.; Ned Sebring, pur. agt. dir.; Andrew Wylie, chief engr.; Pete Pichiotine, traffic mgr. **Adv. Agcy.** Marvin Hahn Adv., Detroit 2, Mich.

REED AND CO., INC., 1244-8 N. 6th st., Milwaukee 12, Wis. Rebuilding of shock absorbers and brake cylinders. S. B. Reed, pres., gen. mgr.; M. E. Horton, vice-pres.; M. P. Reed, secy.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine lathes, toolroom lathes, vertical production lathes, vertical milling machines, portable power chain saws. F. W. McIntyre sr., pres.; F. W. McIntyre jr., vice-pres.; J. H. Wolcott, sls. mgr.; E. G. Connally, secy.; D. H. Dalbeck, treas.; John Bush, wks. mgr.; G. W. McIntyre jr., adv. mgr.; R. L. Rougemont, cf. engr.; R. P. Harrington, pur. agt.; H. T. Thayer, asst.; R. Talbot, traf. mgr. **Det. Branch Off.**—Reed-Prentice Corp., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Berg-Marshall, Inc., Worcester, Mass. John Leonard, acct. exec.

REMINGTON RAND INC., 315 Fourth ave., New York 10, N. Y. Punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicators, stencils and supplies, Kardex visible systems, noiseless typewriters, television cameras, typewriter ribbons and carbons, Line-a-Time copyholders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; F. W. Parker, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. **Adv. Agcy.**—Leeford Adv. Agency, New York 16, N. Y. D. D. Lee, acct. exec.

RENAULT SELLING BRANCH, INC., 270 Park ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert L. Lamaison, vice-pres., gen. mgr.; James E. Hughes, secy.; Henry E. Greene, treas.; James C. Touchton, sls. mgr.; Kenneth C. Howard, compt.; Robert Hiatt, serv. mgr.; Henry L. Brownback, cf. engr. **Adv. Agcy.**—Dorland, Inc., 247 Park ave., New York 17, N. Y. W. Maas, acct. exec.

RENIE METAL PRODUCTS CORP., 807 Bowman st., Mansfield, O. Steel storage cabinets, parts bin, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy-duty trucks, safety school buses, transit coaches. H. E. Hund, chmn. of bd.; J. S. Sherer jr., pres., gen. mgr.; J. J. Dervin, vice-pres., asst. gen. mgr.; R. F. McKim, secy.; Glen Whisler, treas.; E. W. Schraft, comptr.; A. L. Struble, vice-pres., chge sls.; A. W. Zimmer, vice-pres., chge prod.; Doyle W. Lott, adv., pub. rel. mgr.; P. H. Hamelink, parts, serv. mgr.; William Walworth, vice-pres., chge engrg.; J. J. Dervin, pur. agt.; Charles Larkin, asst. pur. agt. **Det. Factory Branch**—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. **Adv. Agcy.**—William Hart Adler, Inc., Chicago, Ill. Kenneth Ring, acct. exec.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, cylinder heads, timing gears, axle shafts, timing chains, universal joints. T. R. Navin, pres., gen. mgr.; S. S. Richhart, secy.-treas.; Harold Sanford, wks. mgr.; Howard Sanford, m. s.; Robert E. Navin, cf. engr.; H. S. Ries, vice-pres., dir. sls.; G. S. Harris, export mgr.; R. E. Winans, pur. agt.; W. E. Zimmie, traf. mgr. **Det. Rep.**—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.**—Chas. M. Gray & Assoc., Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing molded goods, extruded products. A. A. Garthwaite, pres.; O. S. Dollison, vice-pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, wks. mgr.; G. L. Smith, sls. mgr.; H. H. Sprinkle, asst. sls.; J. M. Hughes, adv. mgr., sls. development mgr.; C. E. McCormick, cf. engr.; P. S. Kirchner, pur. agt.; S. Gaster, traf. mgr. **Det. Rep.**—E. J. Schwartz, 801 New Center bldg. **Adv. Agcy.**—Meek & Thomas, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, semi-finished, bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, steel containers, pressed steel products. T. M. Girdler, chmn.; C. M. White, pres.; J. M. Schlendorf, vice-pres. (sales); E. M. Richards, vice-pres. (planning and developments); W. M. Kelley, vice-pres. (operations); T. F. Patton, vice-pres., gen. counsel; W. W. Hancock, vice-pres. (finance), secy.; E. G. Resch, treas.; G. M. Feiel, comptr.; Norman W. Foy, gen. mgr. sls.; L. S. Hamaker, asst. gen. mgr. sls.; C. W. Ruth, dir. of adv.; H. H. Oldham, asst. dir. of adv.; F. J. Laskey, mgr. of pur., raw materials; W. T. Adams, gen. pur. agt.; H. D. Rhodehouse, traf. mgr.; E. S. Bowerfind, dir. pub. rel. **Det. Rep.**—G. F. Hess, dist. sls. mgr., Fisher bldg. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

RESISTOFLEX CORP., Belleville 9, N. J. Gasoline, fuel, oil, refrigerant, hose assemblies; hose and fittings; molded parts. Edgar S. Peierls, pres.; H. E. Krebs, vice-pres., chge. sls.; F. V. Smith, secy.; J. M. Gentile, treas.; A. N. St. John, vice-pres., planning and development; T. W. Wright, pur. agt. **Det. Rep.**—A. A. Reed, P. O. Box 11, Royal Oak, Mich. **Adv. Agcy.**—Rickard & Co., 11 East 36th st., N. Y. 16.

RESOLUTE INSURANCE CO., 83 Chapel st., Hartford 2, Conn. Fire, theft and collision insurance on financed automobiles for independent finance and loan companies, banks and automobile dealers financing own time sales. Louis Morganstern, pres.; W. S. Henderson, vice-pres.; J. E. Baldwin, vice-pres.; A. W. Kerch, vice-pres., treas.; M. H. Cassidy, vice-pres.; Allen Ward, secy.; John Mason, asst. secy.; Emma Dovin, asst. secy.; John C. Blackall, gen. counsel.

REVERE COPPER & BRASS, INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators, tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc.; aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. J. Russell, chmn. of bd.; J. M. Kennedy, pres.; C. A. Macfie, vice-pres., gen. sls. mgr.; B. Aspinwall, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. mgr.; D. F. Haggerty, asst. adv. mgr.; C. C. Felton, pur. agt (metals). **Det. Rep.**—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc. New York 17, N. Y. M. St. Georges, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license

(Continued on Page 212)

1951 Motor Truck Factory Sales by Gross Vehicle Weights

TOTAL MARKET

G.V.W.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
5,000 lb. and less	56,290	48,978	59,036	56,897	59,322	58,436	45,774	50,304	43,360	42,046	36,607	32,100	589,149
5,001-10,000 lb.	23,692	19,496	27,810	24,457	24,701	24,808	21,238	22,689	20,244	18,946	16,812	15,467	260,360
10,001-14,000 lb.	7,864	7,612	10,597	12,354	12,560	9,016	7,432	7,412	6,848	6,590	5,557	5,298	99,140
14,001-16,000 lb.	23,289	20,054	24,346	24,674	26,460	25,868	22,312	24,071	24,004	23,445	21,042	18,533	278,098
16,001-19,500 lb.	6,717	6,321	5,061	6,582	6,192	6,141	4,798	6,638	5,645	6,214	3,907	4,721	68,937
19,501-26,000 lb.	6,361	5,972	6,373	6,889	7,134	7,470	5,717	7,215	5,370	8,325	6,507	7,740	81,073
Over 26,000 lb.	3,370	3,502	3,571	3,562	3,678	3,080	2,973	3,664	3,882	5,174	2,651	3,147	42,254
Total	127,583	111,935	136,794	135,415	140,047	134,818	110,244	121,993	109,353	110,740	93,083	87,006	1,419,011

DOMESTIC MARKET

G.V.W.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
5,000 lb. and less	50,435	43,207	52,948	51,290	52,991	51,390	39,979	42,072	37,208	36,776	31,782	27,795	517,783
5,001-10,000 lb.	21,029	16,940	25,003	21,638	22,082	22,181	18,585	19,579	17,398	16,443	14,664	13,523	229,065
10,001-14,000 lb.	6,476	6,639	9,487	11,179	11,389	7,854	6,364	5,876	5,711	5,271	4,213	3,724	84,183
14,001-16,000 lb.	16,957	14,767	17,987	18,605	19,837	19,266	15,109	16,527	17,385	16,612	14,179	12,736	199,967
16,001-19,500 lb.	5,528	4,676	3,719	5,165	5,052	4,683	3,707	5,375	4,457	4,747	2,839	3,650	53,598
19,501-26,000 lb.	5,657	5,320	5,786	6,304	6,652	6,875	5,060	6,276	4,653	7,527	5,667	6,562	72,339
Over 26,000 lb.	3,180	3,285	3,305	3,302	3,458	2,830	2,713	3,302	3,633	4,899	2,309	2,844	39,060
Total	109,262	94,834	118,235	117,483	121,461	115,079	91,517	99,007	90,445	92,275	75,653	70,834	1,196,085

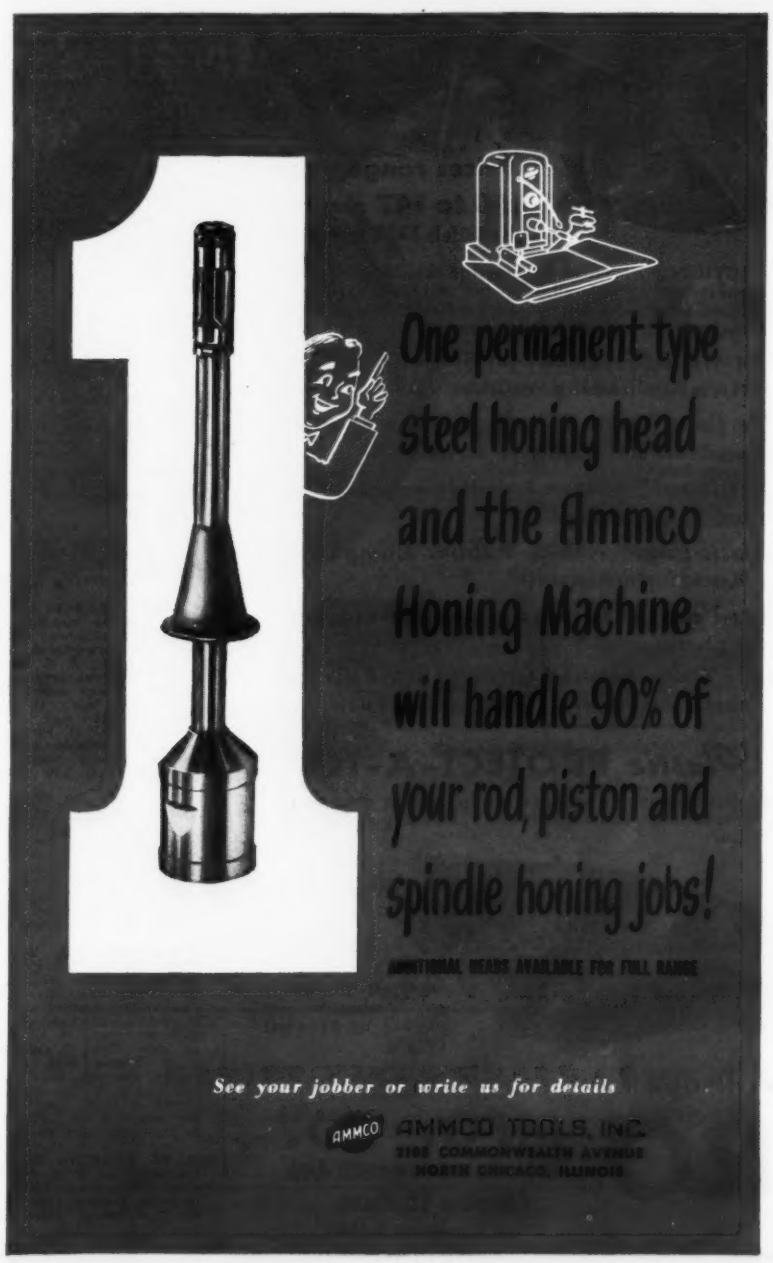
FOREIGN MARKET

G.V.W.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
5,000 lb. and less	5,855	5,771	6,088	5,607	6,331	7,045	5,795	8,232	6,152	5,270	4,825	4,305	71,276
5,001-10,000 lb.	2,663	2,556	2,807	2,819	2,619	2,627	2,653	3,110	2,846	2,503	2,148	1,944	31,295
10,001-14,000 lb.	1,388	973	1,110	1,175	1,171	1,162	1,068	1,536	1,137	1,319	1,344	1,575	14,957
14,001-16,000 lb.	6,332	5,287	6,359	6,069	6,623	6,602	7,203	7,544	6,619	6,833	6,863	5,797	78,131
16,001-19,500 lb.	1,189	1,645	1,342	1,417	1,140	1,458	1,091	1,263	1,188	1,467	1,068	1,071	15,339
19,501-26,000 lb.	704	652	587	585	482	595	657	939	717	798	840	1,178	8,734
Over 26,000 lb.	190	217	266	260	220	250	260	362	249	275	342	303	3,194
Total	18,321	17,101	18,559	17,932	18,586	19,739	18,727	22,986	18,908	18,465	17,430	16,172	222,926

Source: Automobile Manufacturers Assn.

Motor Truck Factory Sales by G.V.W., 1946-1951

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,405	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,235	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100



Who's Who in the Automotive Industry

(Continued from Page 211)

plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Louis Konrad, pres.

REYNOLDS METALS CO., 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing; stamped and drawn parts; protective foil; parts fabrication, building production. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sls. mgr.; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, dir. adv.; Ray Christensen, ind. adv. mgr.; M. W. Henry, gen. pur. agt.; J. I. Snead, traf. mgr.; Keen Johnson, vice-pres., chge. pub. rel. **Det. Reg. Mgr.**—L. D. Yager, 1010 Fisher bldg., Detroit, Mich.

REYNOLDS & REYNOLDS CO., 800 Germantown st., Dayton 7, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., pres.; Frank Pfeiffer, exec. vice-pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge sls.; G. W. Gross, dir. adv. and research; W. P. Bonner, pur. agt. **Det. Rep.**—C. J. Seifert. **Adv. Agcy.**—Lueber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

REYNOLDS SPRING CO., 2301 E. Michigan ave., Jackson, Mich. Automotive cushion springs, precision mechanical springs. Charles G. Munn, pres., gen. mgr.; John H. Merrell, vice-pres.; Mrs. S. W. Miller, secy.; R. A. Austin, vice-pres., treas.; C. S. Reed, asst. to pres.; E. W. McIntosh, vice-pres., sls. mgr. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGuckin, vice-pres. and works mgr.; George W. McIlwaine, secy., treas. **Adv. Agcy.**—Walter Scott Adv. Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield, O. Manufacturers of school bus safety devices. Clarence Ringwald, owner.

RINSHED-MASON CO., 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, undercoats, putties, thinners. Frederick G. Weed, pres.; Wm. R. Barrett, sales mgr.; Dale Thieben, pur. agt. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy. **Adv. Agcy.** — Cory Snow, Inc., Boston, Mass.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Charles D. Mosier, vice-pres.; Jewell J. Scott, secy.-treas.

ROBBINS CO., JIM, 1555 E. 8 Mile rd., Hazel Park, Mich. Full view window, plastic top cover, convertible windshields, Airfoil bug deflector, plastics, polish. J. M. Robbins, pres.; L. M. Bearss, secy., treas.; F. G. Ruffner, sales and adv. mgr.; J. D. Robbins, serv. mgr.; H. M. Michaels, chief engr. **Adv. Agcy.**—Bair & Co., Palms Bldg., Detroit, Mich. Frank E. Bair, acct. exec.

ROBERK CO., 17 Butler st., Norwalk Conn. Rear view mirrors. Joseph M. Robins, pres., pur. agt.; Norman Berke, vice-pres., sls. mgr.; Louis Nagy, wks. mgr.; Max Robins, traf. mgr. **Adv. Agcy.**—RAF Agency, New York City.

ROBERTS TOLEDO RUBBER CO., 1200 Prospect ave. & M. C. R. R., Toledo 6, O. Mechanical industrial rubber products. Robert Roberts, pres., gen. mgr., sls. mgr.; H. R. Packard, asst. secy.; P. R. Roberts, treas.; L. E. Rhodes, cf. engr.; H. R. Packard, pur. agt.; R. C. Schrinel, traf. mgr.; K. L. Smith, pub. rel. mgr. **Det. Rep.**—C. A. Craig, 302 Basso bldg.,

ROCHESTER MFG. CO., INC., Rockwood, Rochester 10, N. Y. Oil pressure gauges, water temperature gauges, fuel level gauges, ammeters. William Mulcahy, pres. and gen. mgr.; Clark L. Hastings, vice-pres. and sales mgr.; Warren W. Hastings, secy.-treas., works mgr.; David McEwen, asst. sales and serv. mgr.; E. F. Little, adv. mgr.; R. Tollefsen, chief engr.; L. A. Mumford, pur. agt.; B. Bastian, asst. pur. agt.; C. A. Babbitt, pub. rel. mgr. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. H. R. Hanson, acct. exec.

ROCHESTER PRODUCTS, Div. of General Motors, 100 Lexington ave., Rochester 3, N. Y. Carburetors, steel tubing (welded and brazed), automobile locks, fuel pumps, aircraft engine controls. Ralph B. Knight, gen. mgr.; George A. Johnson, adm. asst.; Rea I. Hahn, wks. mgr.; Frederick W. Cummings, sls. mgr.; Elmer Olson, cf. engr.; H. E. Rodgers, pur. agt.; E. R. Anderson, asst. pur. agt.; Joseph P. Cahill, traf. mgr.; James R. Sebaste, pub. rel. dir. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne White, acct. exec.

ROCKFORD CLUTCH DIV., Borg-Warner Corp., 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. A. A. Warner, pres. and gen. mgr.; E. C. Shields, vice-pres.; F. M. Palmquist, secy. and treas.; H. L. Emerson, works mgr.; M. E. Carlson, asst. works mgr.; G. L. Christianson, sales and adv. mgr.; A. H. Anderson, chief engr.; C. G. Knott, pur. agt. **Det. Rep.**—E. C. Shields, A. M. Reibitz, 7-234 General Motors Bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

RODMAN MFG. CO., INC., 105 S. Gorham st., Jackson, Mich. Grip-On mechanics' protective work covers, seat covers, fender covers, steering wheel covers, door covers, floor mats. M. S. Rodman sr., pres., gen. mgr.; M. S. Rodman jr., vice-pres., sls. mgr.; C. R. Trotter, secy.-treas., asst. sls. mgr. **Det. Rep.**—A. H. Wallis, 18367 Grayfield st.

ROHM & HAAS CO., Washington Square, Philadelphia 5, Pa. Plexiglas sheets and rods. Otto Haas, pres., Dr. D. S. Frederick, vice-pres.; S. C. Kelton, secy.; Duncan Merriwether, exec. vice-pres.; W. T. McClintock, treas.; Dr. D. A. Rothrock, sls. mgr.; N. G. Wedemeyer, asst. sls. mgr.; Colin C. Campbell, adv. mgr.; G. F. Finnie, asst. adv. mgr.; P. J. Clarke, pur. agt. **Det. Reps.**—W. E. Biggers and R. C. Oglesby, 728 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—John Falkner Arndt & Co., Philadelphia, Pa. R. N. D. Arndt, acct. exec.

ROLLER BEARING CO. OF AMERICA, Whitehead rd. P. O. Box 480, Trenton 3, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres., gen. mgr.; Francis H. Trainer, vice-pres., wks. mgr.; Joseph J. Trainer, secy.; Edward C. Trainer, treas.; Robert R. Voorhees, adv.

(Continued on Page 213)

Cash in on

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How Dealers Are Faring On Expenses, Profits

EDITOR'S NOTE: *The following figures are taken from the latest issue of NADA's "Dealer Profit or Loss Facts" bulletin:*

Operating Profit, 1950-1951

	Percentage of Total Sales 1950	1951
*VOLUME GROUP I		
GROSS PROFIT	17.7%	17.5%
Selling Expense	3.3%	3.3%
Operating Expense	8.9%	9.9%
TOTAL EXPENSE	12.2%	13.2%
OPERATING PROFIT	5.5%	4.3%
VOLUME GROUP II		
GROSS PROFIT	18.9%	18.5%
Selling Expense	3.9%	4.0%
Operating Expense	8.6%	9.8%
TOTAL EXPENSE	12.5%	13.8%
OPERATING PROFIT	6.4%	4.7%
VOLUME GROUP III		
GROSS PROFIT	20.3%	19.6%
Selling Expense	4.8%	4.7%
Operating Expense	8.0%	9.4%
TOTAL EXPENSE	12.8%	14.1%
OPERATING PROFIT	7.5%	5.5%
VOLUME GROUP IV		
GROSS PROFIT	20.2%	19.5%
Selling Expense	4.1%	4.1%
Operating Expense	7.8%	8.8%
TOTAL EXPENSE	11.9%	12.9%
OPERATING PROFIT	8.3%	6.6%
TOTAL—ALL GROUPS		
GROSS PROFIT	18.6%	18.2%
Selling Expense	3.7%	3.7%
Operating Expense	8.6%	9.6%
TOTAL EXPENSE	12.3%	13.3%
OPERATING PROFIT	6.3%	4.9%

*Volume Groups are based on 1951 deliveries of new cars and trucks as follows: Group I, 1 to 149; Group II, 150 to 399; Group III, 400 to 749; Group IV, 750 and over.

Used Vehicles

	Sales '51 vs. '50 Units	Dollars	Selling Price Per Unit 1950	1951	Ratio Used Unit Sales to New 1950	1951
Volume Group I	— .3%	+16.9%	$667	$784	1.3	1.6
Volume Group II	— 1.8%	+13.2%	$719	$828	1.1	1.4
Volume Group III	—10.0%	+ 9.5%	$710	$864	.9	1.1
Volume Group IV	— 1.7%	+10.1%	$732	$820	.7	.8
Total—All Groups	— 1.5%	+14.6%	$691	$804	1.1	1.4

	Gross Profit Per Used Unit Sold 1950	1951	Dec. 31st Inventories '51 vs. '50 Units	Dollars	Dollar Cost Per Used Unit in Inventory on Dec. 31st 1950	1951	% of Used Vehicles in Stock 30 Days or Longer Average
Volume Group I	$ 7	$21	— 4.3%	+ 8.3%	$688	$778	48.6%
Volume Group II	$19	$28	— 1.8%	+ 7.7%	$788	$864	43.2%
Volume Group III	$20	$28	+ 8.6%	+19.3%	$825	$906	41.8%
Volume Group IV	$24	$30	+14.8%	+27.4%	$746	$827	36.7%
Total—All Groups	$13	$24	— 1.7%	+10.3%	$719	$807	46.2%

Parts and Accessories

	Increase in Sales '51 Over '50 Average	Percentage of Gross Profit to Sales 1950	1951	Increase in Inventories '51 Over '50 Average	*Number of Months' Supply 1950	1951
Volume Group I	4.2%	27.5%	28.5%	15.8%	6.6	7.4
Volume Group II	3.6%	27.9%	28.6%	19.7%	5.3	6.2
Volume Group III	5.5%	26.6%	25.8%	17.5%	5.2	5.7
Volume Group IV	.8%	27.1%	26.4%	13.8%	4.2	4.7
Total—All Groups	3.6%	27.5%	27.9%	16.5%	5.8	6.5

*Divide the twelve months' **Total Cost of Sales** of Parts and Accessories by 12 to find average month's cost of sales. Divide this figure into Dec. 31st dollar inventory to find the number of months' supply.

Customer Labor Sales

	Increase in Sales '51 Over '50 Average	Percentage of Gross Profit to Sales 1950	1951	Increase in Gross Profit '51 Over '50 Average
Volume Group I	13.7%	38.2%	38.8%	15.6%
Volume Group II	16.9%	44.5%	44.3%	16.2%
Volume Group III	14.8%	49.5%	48.3%	11.9%
Volume Group IV	12.7%	49.5%	47.4%	7.9%
Total—All Groups	14.3%	42.2%	42.1%	14.1%

Total Service Sales

(Including Parts and Accessories)

	Increase in Sales '51 vs. '50 Average	Percentage of Gross Profit to Sales 1950	1951	*Service Absorption 1950	1951
Volume Group I	6.2%	29.5%	30.5%	58.6%	60.9%
Volume Group II	8.9%	33.6%	34.2%	58.7%	59.6%
Volume Group III	8.5%	34.2%	34.7%	67.8%	68.7%
Volume Group IV	5.2%	33.5%	33.2%	63.7%	63.9%
Total—All Groups	6.8%	31.3%	32.0%	60.1%	61.6%

*The percentage of operating (or fixed) expense covered by gross profit from all service and parts operations. To find operating expenses subtract selling (or variable) expense from total expense.

Ratio, Departmental Sales to Total Sales

	New Cars and Trucks 12 Mos. 1951	Used Vehicles 12 Mos. 1951	Total Service and Parts 12 Mos. 1951	Miscellaneous Sales 12 Mos. 1951
Volume Group I	49.0%	28.7%	19.8%	2.5%
Volume Group II	53.9%	26.8%	17.1%	2.2%
Volume Group III	55.6%	23.9%	18.6%	1.9%
Volume Group IV	60.6%	20.7%	16.9%	1.8%
Total—All Groups	52.5%	26.6%	18.6%	2.3%

Who's Who in Auto Industry

(Continued from Page 212)

mgr.; E. M. Scribner, asst. sls. mgr.; Victor L. Barr, cf. engr.; Richard J. McCoy, pur. agt.; Robert Roth, serv. mgr.; James J. Grace, traf. mgr. **Adv. Agcy.**—Charles Blum Adv. Corp., Philadelphia, Pa.

ROLLWAY BEARING CO., INC., 541 Seymour st., Syracuse 4, N. Y. Cylindrical roller bearings, radial and thrust. H. F. Hodgkins, pres.; W. B. Smithers, vice-pres., gen. mgr.; A. Alven, sls. mgr.; E. R. Francis, asst. sls.; H. A. Pierce, adv. mgr.; J. E. Sero, cf. engr.; W. R. Bowes, pur. agt. **Det. Rep.**—F. W. Meile, 550 Maccabees bldg. **Adv. Agcy.**—Barlow Advertising Agcy., Inc., Syracuse 1, N. Y. Hugh Goodhart, acct. exec.

ROOTES MOTORS, INC., 21-11 Bridge Plaza North, Long Island City 1, N. Y.; 505 Park ave., N. Y. 22, N. Y.; 403 N. Foothill rd., Beverley Hills, Calif. Importers of English-made cars and trucks (Hillman-Minx, Humber, Sunbeam-Talbot, Commer Van, Rover and Land Rover). Robert Fennell, pres.; E. L. Frolich, vice-pres.; R. H. Fraze, secy.-treas.; C. R. Melton, whle. mgr.; Robert A. Wimbush, retail sales mgr.; G. L. Elder, whle. serv. and parts mgr.; K. Moore, retail serv. mgr.; Frank De Simone, pur. agt. **Adv. Agcy.**—Anderson & Cairns, New York City. Donald McVickar, acct. exec.

ROP-LOC PRODUCTS CO., 1401 W. 9th st., Cleveland 13, O. Grille guards for almost all cars, auto bars. Sam Zoppelt, Robert Zoppelt, partners; Walter Eberly, chief engr. **Adv. Agcy.**—Bing & Haas Adv., Cleveland, O. Ralph Bing, acct. exec.

ROSE, S. M., CORP., 365 Flatbush ave. Ext., Brooklyn 1, N. Y. DeSoto, Plymouth factory dealer parts and service. Sam M. Rose, pres., treas., sales mgr.; Sally H. Karp, secy.; Milton Theofel, adv. and pub. rel. mgr.; Louis Silverman, serv. mgr.; Andrew Rindos, parts and acc. mgr. and pur. agt. **Adv. Agcy.**—Associated Ad Service, New York, N. Y.

ROSS GEAR AND TOOL CO., Lafayette, Ind. Steering gears for automobiles, buses, trucks, farm equipment, road machinery and boats. A. F. Kanne, pres.; S. L. Bradley, vice-pres. in chge. sales; W. K. Creson, vice-pres. in chge. engrg.; F. I. Munson, vice-pres.; R. M. Reser, secy.; O. J. Norris, treas.; T. A. Decker, serv. mgr.; M. W. McConnell, pur. agt.; J. S. Davis, traffic mgr.; C. L. Shaw, pub. rel. mgr. **Adv. Agcy.**—Sidener & Van Riper, Inc., Indianapolis, Ind.

ROTARY LIFT CO., 1054 Kansas, Memphis 2, Tenn. Automobile, mechanics' bus and truck lifts; special hydraulic lifting devices. Hugh Allan, pres.; Oliver Cathey, secy.; H. D. Walker, wks. mgr.; Allan Robinson, vice-pres., sales mgr.; N. V. McDaniel jr., asst. sales mgr.; Dorothy Curd, adv. asst.; Frank Smith, serv. mgr.; J. B. Harrison, chief engr.; W. E. Rier, pur. agt.; Mal Vorreyer, traffic mgr. **Det. Rep.**—T. G. Downey, Div. Mgr., 7310 Grand River ave., Room 118. Harvey Nestle, sales prom. mgr. **Adv. Agcy.** — Greenhaw & Rush, Inc., Memphis, Tenn. Holton Rush, acct. exec.

ROTTLER BORING BAR CO., 1727 First ave., S., Seattle 4, Wash. Cylinder boring bars. C. T. Rottler, pres.; F. S. McLachlan, secy.; J. C. Rottler, treas. **Adv. Agcy.** — Advertising Counselors, Seattle, Wash.

ROWLAND, INC., WILLIAM & HARVEY, Tacony and Lewis sts., Philadelphia 24, Pa. Leaf springs, coil springs, helper springs, coil suspension parts, shock absorbers. Herbert C. Rowland, chmn. of bd.; Dr. William D. Gordon, pres.; E. Trasel Rowland, vice-pres. and secy.; William H. Courtright, vice-pres. in chge. of sales; Joseph R. Rowland, treas.

RUBATEX DIV., Great American Industries, Inc., Bedford, Va. Closed cell sponge rubber, open cell sponge rubber. R. T. Dunlap, pres.; W. T. Maxwell, vice-pres. and gen. mgr.; H. Ray, treas.; L. G. Norman, works mgr.; G. T. Whitehurst, sales mgr.; F. C. Holdren, asst. sales; King Daywalt, sales prom. mgr.; C. O. Mitchell, chief engr.; Mary Dean pur. agt.; J. A. Arthur jr., traffic mgr. **Det. Rep.**—R. B. Harper, 814 Fisher bldg.

RUGER EQUIPMENT, INC., 615 W. Fourth st., Uhrichsville, O. Portable hydraulic floor cranes, truck- mounted hydraulic cranes. W. H. Davis, pres., treas., gen. mgr.; P. L. Jarvis, vice-pres., adv. mgr.; K. L. Cook, vice-pres., wks. mgr. **Adv. Agcy.**—Merchandising, Inc., Newark, O. Ed Gallagher, acct. exec.

RUSSELL MFG. CO., Middletown, Conn. Brake linings, clutch facings, endless belts, non-elastic webbing. G. M. Williams, chmn. of bd. and pres.; C. J. Sherer, vice-pres., treas. and gen. mgr.; Amor P. Smith, secy. and vice-pres.; T. M. Russell jr., vice-pres. in chge. of engrg.; E. R. Dayton, vice-pres. and compt.; J. A. Hendley, vice-pres.; Gustav Walters, vice-pres.; H. J. Moore, sales mgr.; D. H. Byerly, S. J. Taylor, P. F. Madsen, L. B. Brainard, L. S. Sullivan, H. C. Butterworth sales mgrs.; Lansing T. Carpenter, adv. and pub. rel.; G. T. Palmer, pur. agt. **Adv. Agcy.**—Charles W. Hoyt Co., Inc., Hartford, Conn. Frank A. Whipple, acct. exec.

RUST MASTER CHEMICAL CO., 56 Creighton st., Cambridge, Mass. Rust master, six master, leak master, carb master. Dudley L. Millikin, partner, sales mgr.; Morton M. Scott, partner, asst. sales mgr., pur. agt. **Det. Rep.**—Glenn Orcutt Co., Chicago, Ill. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

RYERSON & HAYNES, INC., 2307 E. Ganson st., Jackson, Mich. Jacks, brake levers, automobile grille bars, accelerator rods and other miscellaneous stampings and automotive products. Glenn M. Brown, pres.; J. L. Hoffman, vice-pres.; T. D. Benson, secy. and treas.; R. L. miner, chief engr.; H. R. Spencer, pur. agt. **Det. Rep.**—Roy T. Mitchell, 631 New Center bldg., Detroit, Mich.

S

S & D ENGINEERING CO., 525 Commercial st., Glendale 3, Calif. Valve seat grinder, vale refacer. A. A. Studler, pres. and chief engr.; H. P. Studler, vice-pres.; D. C. Cook, secy.; C. B. Studler, treas., gen. mgr., sales mgr. and pur. agt. **Adv. Agcy.** — Davison Dibble Co., Glendale, Calif.

S & M LAMP CO., 119 W. 36th pl., Los Angeles 7, Calif. Marker-Lites, mirrors, fog and back-up lights, safety lights, reflectors, reflector flares, stop and taillights. Jim Shirreffs, pres. and gen. mgr.; Jim Shirreffs jr., vice-pres. and wks. mgr.; Charles Birkhauser, secy.-treas.; Jack Nelson, sales mgr.; Dan Bayless, adv. mgr.; John Kresich, serv. mgr.; Gordon Dean, chief engr.; Jim Thomson, traffic mgr.

S & W TOOL CO., 1001 E. Manchester, Los Angeles 1, Calif. Specialized tools and parts for complete re-manufacturing of Chrysler-engineered fluid drive units. Sam Zinkow, gen. mgr.; Edward Zinkow, chief engr. and pur. agt.

S K F INDUSTRIES, INC., Front st. and Erie ave., Philadelphia 32, Pa. Ball and roller bearings. R. H. DeMott, pres.; T. W. Dinlocker, vice-pres. and treas.; A. S. Roberts, secy.; R. R. Zisette, vice-pres. chge. of sales; S. H. Smith, asst. sales mgr.; N. A. Strang, adv. mgr.; G. Palmgren, vice-pres. chge. engrg. and research; C. J. Reimer jr., gen. pur. agt.; H. J. Lance, pur. agt.; H. Whartenby, traffic mgr. **Det. Rep.**—W. C. Ahlers, 2820 E. Grand blvd. **Adv. Agcy.**—O. S. Tyson & Co., Inc., 230 Park ave., New York 17, N. Y.

S-W-W, INC. (Stateweld Products), 1200 East Bay ave., New York 59, N. Y. Truck radiator grille guards, Pack-a-Jack tool cases, pipe and ladder carrying racks. E. A. Rehrmann, pres.; Harry Birnbaum, secy.-treas.; M. Shatzkin, wks. mgr.

SAFETEE GLASS CO., 4717 Stenton ave., Philadelphia 44, Pa. Laminated glass products, flat and bent—Sealed Brilliance mirrors, bullet-resisting glass, automobile glass, air-space glass; goggles, lenses, etc. Ralph A. Gibbs, pres.; James W. Gibbs, vice-pres.; A. Boehm, secy.; C. L. Krebs, treas.; A. G. Worrall, research and development engr.; C. A. McCusker, sales and sales prom. mgr. **Det. Rep.**—J. E. Morrison, Curtis bldg. **Adv. Agcy.**—Sommers-Davis, Philadelphia, Pa.

SAFE-T-WELD CO., 3225 Locust blvd., St. Louis 3, Mo. Bonded brake shoe assemblies. A. H. Leu, pres.; B. G. Leu, vice-pres.; M. C. Johnson, secy. and treas.; R. K. Moxley, wks. mgr. **Det. Rep.**—Jack Stetzel, 93 Seward ave.

SAGINAW INDUSTRIES CO., 2101 S. Jefferson ave., Saginaw, Mich. Saginaw replacement grilles. E. C. Swift, pres. and gen. mgr.; H. D. Snyder, vice-pres. & sales mgr. **Adv. Agcy.**—Advertising Associates, 910 Lapeer st., Saginaw, Mich. Roy C. Goettsche, acct. exec.

SAGINAW STEERING GEAR DIV., General Motors Corp., 628 N. Hamilton st., Saginaw, Mich. Steering gears, steering linkages, propeller shafts, universal joints, diesel engine and aircraft parts, ball bearing screw and nut assemblies, jacks. William H. Doerfner, gen. mgr.; O. William Habel, wks. mgr.; Harry Hawkins, sales mgr.; Wesley Mitts, asst. sales mgrs.; C. W. Lincoln, chief engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traffic mgr. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. Wayne E. White, acct. exec.

ST. CLAIR RUBBER CO., 440 E. Jefferson ave., Detroit 26, Mich. S. R. Livingstone, pres., treas., gen. mgr.; L. R. Turner, vice-pres., sales mgr.; H. G. Higbie, secy.; L. J. Stverak, wks. mgr.; T. H. Metzler, asst. sales mgr.; P. Fairfield, chief engr.; M. Haynes, pur. agt.; C. L. Moulton, traffic mgr.

ST. PAUL HYDRAULIC HOIST DIV., Gar Wood Industries, Inc., 2207 University ave., S.E., Minneapolis 14, Minn. Hydraulic hoists, dump bodies, road and undertruck maintainers, power takeoffs. E. F. Fisher, pres.; E. B. Hill, vice-pres., gen. sales mgr.; M. W. Kleckner, secy.; E. H. Geyman, controller, asst. secy.; F. J. Hasselman, div. mgr.; W. F. Keeton, sales mgr.; W. E. Toensing, sales mgr.; F. J. Yoswa, pur. agt.; M. L. Shepard, chief engr.; W. E. Toensing, serv. mgr.; H. F. Webster, adv. mgr.

ST. PIERRE CHAIN CORP., 50 Frank st., Worcester 4, Mass. Tire chains, tractor chains, tools, forgings. Henry St. Pierre, pres., treas and gen. mgr.; Thomas St. Pierre, vice-pres. and works mgr.; Laurence Lougee, secy.; Raymond D. Moore, sales mgr.; Harvey Perreault, chief engr.

SALSBURY CORP., 1161 East Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers. E. F. Salsbury, pres. and gen. mgr.; H. I. Salsbury, vice-pres.; C. S. Tinsman, secy.; R. W. Maybury, treas.; L. D. Thostenson, wks. mgr. and chief engr.; A. W. Douglas (Tiremaster div.); H. I. Salsbury (pneumatic tool div.), sales mgrs.; W. H. Kurtz, pur. agt.; S. Funaro, traffic mgr. **Det. Rep.**—Tiremaster div., Erry S. Loewenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Mann Advertising Co. Inc., Los Angeles.

SANTAY CORP., 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter. Daniel Szantay, pres.; Earl R. Keown, vice-pres.; James E. Wood, vice-pres. in chge. of automotive; Robert R. Carlson, secy.; Elmer Szantay, treas.; Joe W. Smith, sales mgr.; Paul Amundsen, pur. agt. **Det. Rep.**—Stanley J. Roberts and E. H. VanNorwick, 5-259 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A. Martin Rothbardt, 154 E. Erie, Chicago 11, Ill.

SAYLOR-BEALL MANUFACTURING CO., St. Johns, Mich. Air compressors, spray guns, tire pumps, traffic line markers, farm and factory general purpose unit, farm and home general purpose units. R. V. Allman sr., pres.; R. V. Allman jr., vice-pres.; R. E. Wisner, secy.-treas.; George L. Reynolds, chief engr. and sales mgr.; Henry W. Dellar, pur. agt.

SCHARTOW IRON PRODUCTS CO., 16th and Junction ave., Racine, Wis. Piston ring compressors, valve grinders, sub-battery carriers, battery straps, exhaust flanges, rethreading tools, battery hold-downs. Joseph Wallner, pres. **Adv. Agcy.**—Western Adv., Racine, Wis.

SCHAUER MANUFACTURING CORP., 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres., treas.; G. L. Nord, vice-pres. and chief engr.; S. E. Wright, gen. sales and adv. mgr.; K. Wilson, asst. sales mgr.;

(Continued on Page 215)

FOR MILITARY AND CIVILIAN USE:

Wheels, brakes, hubs and drums for cars, trucks, tractors . . . and cargo trailers, troop carriers, gun carriages, tanks, etc.

Electric brakes, brake power equipment, power chambers . . . and valves for all types of military and civilian vehicles.

Shells and shell casings, rockets, and aircraft engine parts, etc.

KELSEY-HAYES WHEEL COMPANY

MILITARY AVE., DETROIT 32, MICHIGAN

CAR MAKERS' CHRONOLOGY

Buick

Year	Model	Production	Price Range	Factory Buildings	No. of Employes	MILESTONES
1951	1951	404,695	$1,831.50 to $3,499.44	91	18,257	Buick made its two millionth postwar car, bringing the alltime total to more than 6,000,000 since David Buick, a Detroit plumber, made his first automobile in 1903.

Cadillac

Year	Type of Cars Produced	Body Style	List Price	Total Sales to Dealers	MILESTONES
1951	Cadillac 61	2 Door	$2,761.00	110,340	Cadillac moves into defense production of tanks in Cleveland, without interruption of automobile production.
	Cadillac 61	4 Door	2,866.00		
	Cadillac 62	2 Door	3,167.24		
	Cadillac 62	4 Door	3,252.85		
	Cadillac 62	Convertible	3,680.86		
	Cadillac 62	Coupe de Ville	3,547.11		
	Cadillac 60S (Fleetwood)	4 Door	3,814.61		
	Cadillac 75	8 Pass. Sedan	4,790.54		
	Cadillac 75	Imperial	4,983.02		

Chevrolet

Year	Production	Models	MILESTONES
1951	1,655,944	14 passenger models and trucks, ranging in GVW from 4,100 to 16,000 pounds. Typical advertised delivered price (on 4-door sedan) $1,593.50.	Year's operations included work on extensive military contracts and second largest civilian output in company's history. Construction begun on new facilities at Tonawanda, N. Y., and Flint, which will total 2,000,000 sq. ft., devoted to aircraft engine parts. In addition to scheduled production of aircraft engines, company was supplying shells, tank gear assemblies and components for military trucks. Sales of both passenger cars and trucks again topped all other makes.

Chrysler

Year	Models	Total Sales All Units	Price Range	Factories	MILESTONES
1951	Chrysler Windsor Chrysler Windsor Deluxe Chrysler Saratoga Chrysler New Yorker Chrysler Imperial Chrysler Crown Imperial DeSoto Deluxe DeSoto Custom Dodge Coronet Dodge Meadowbrook Dodge Wayfarer Plymouth Cranbrook Plymouth Cambridge Plymouth Concord Dodge "Job-Rated" Trucks Dodge "Route Van" Dodge "Power-Wagon"	1,395,833	Plymouth Coupe, $1,421 to Chrysler Crown Imperial Limousine, $6,233 (on Dec. 31, 1951).	Adelaide, Australia Amplex-Harper Antwerp, Belgium Atlanta, Ga. Chatham, Ont. Chelsea Proving Grd., Chelsea, Mich. Chrysler-Jefferson Chrysler-Kercheval Cycleweld Plant, Trenton, Mich. Dayton, Ohio DeSoto Plant DeSoto Warren Ave. Dodge Forge Dodge Main Dodge Truck Evansville, Ind. Helena, Ark. Highland Park Indianapolis, Ind. Jet Engine Plant John R Plant Kansas City, Kans. Kokomo, Ind. London, England Los Angeles, Cal. Lynch Road Marysville, Mich. McKinstry Newark, Del. New Castle, Ind. New Orleans, La. Nine Mile Press Plant Plymouth Regina, Sask. San Leandro, Cal. Trenton, Mich. Windsor, Ont. Winfield Plant	In addition to constantly increasing volume of Dodge military vehicles, production began during year on aircraft hulls and range finders. Readying of plants and facilities progressed on other defense assignments, including medium and heavy tanks, tank engines, jet aircraft engines, aircraft wing and tail assemblies and propellers. Revolutionary Chrysler K-310 sports sedan and experimental K-310 engine shown to public first time during press introduction of new 1952 models at Detroit in November. Announcement in February of purchase by company of 3,800 acres of land in Chelsea, Mich., for use as car proving ground. Year marked passing of four well-known company officials. Fred M. Zeder and C. W. Churchill, Chrysler of Canada head, in February; Joseph E. Fields, retired vice-president in March; and John A. Hartford, a director, in September. Company elected as new directors George W. Troost, James C. Zeder and L. A. VanBomel, president of the National Dairy Products Corp. Carl J. Snyder named to fill new position of operating manager of corporation. Other important new appointments included W. C. Newberg as president of Dodge division; E. C. Row, president and general manager of Chrysler Corp. of Canada, Ltd.; J. P. Mansfield, vice-president and director, Plymouth division; E. C. Quinn, vice-president and director, Chrysler division; R. W. Conder, director of industrial relations; John D. Leary, director of labor relations; M. T. O'Donnell, staff master mechanic.

Crosley

Year	Models	Price	Plants	Engine	Production	MILESTONES
1951	Business Coupe Station Wagon Super Sedan Super Convertible Super Station Wagon Hotshot Roadster Super Sports Pickup Trucks Panel Trucks Cab and Chassis Chassis	$734 to $997	Cincinnati and Marion, Ind.	25.5 hp. 4 Cyl. Crosley	7,881	In January, a full-flow, full-pressure oil filter was made standard equipment on all models. In July, Carter Carburetor was made standard equipment on all models.

Ford

Year	Model	Price	MILESTONES
1951	Passenger cars: Lincoln Cosmopolitan (all 8-cylinder): Custom Series, 6-passenger sport coupe and 6-passenger four-door sedan; Capri Series, 6-passenger hardtop; 6-passenger four-door sedan; 6-passenger convertible. Mercury (all 8-cylinder); Custom Series, 6-passenger sport coupe; 6-passenger two-door sedan; 6-passenger four-door sedan; 8-passenger station wagon; 6-passenger station wagon; Monterey Series, 6-passenger hard-top; 6-passenger four-door sedan; 6-passenger convertible. Ford: Mainline Series, 3-passenger, 6 and 8-cylinder business coupe; 6-passenger, 6 and 8-cylinder tudor; 6-passenger, 6 and 8-cylinder fordor; 6-passenger, 6 and 8-cylinder ranch wagon; Customline Series, 6-passenger, 6 and 8-cylinder tudor; 6-passenger, 6 and 8-cylinder fordor; 6-passenger, 6 and 8-cylinder club coupe; 8-passenger, 8-cylinder country sedan. Crestline Series, 6-passenger, 8-cylinder Victoria; 6-passenger, 8-cylinder convertible; 8-passenger, 8-cylinder station wagon.	From $1,389 (ceiling retail price) for Ford Mainline 6-cylinder business coupe to $3,665 (ceiling retail price) for Lincoln Cosmopolitan special custom Capri convertible	New Buffalo stamping plant began full operations. Construction progress continued on Cleveland foundry and partial operation began at new Cleveland engine plant. Construction started on tank plant at Livona, Mich., and on dual purpose Lincoln-Mercury assembly and aircraft parts plant at Wayne, Mich. Construction continued on B-47 aircraft wing plant at Clayeomo, Mo. Ford division moved central offices from Dearborn to Central Parts Depot at Livonia, Mich. A. J. Wieland, general manager of Ford International Division, elected vice-president of Company. Company's participation in national defense program expanded during year with new contracts for aircraft engines and components, tanks and tank engines, and other war materials.

Hudson

Year	Models	Total Production	Model and Price	MILESTONES
1951	Hudson Pacemaker Custom Hudson Super Custom Six Hudson Commodore Custom Six Hudson Commodore Custom Eight	Total 133,697 (Includes Canadian Production)	22 Models — Pacemaker Custom $1,826.39 to Hudson Hornet Convertible Brougham $2,894.88	Hudson Hornet won 13 major Grand National Stock Car championships, including Daytona Beach, Av. 82.32 m.p.h.; Won first and second Darlington, S. C., 500-mile classic, Av. 75.6 m.p.h.; Won Langhorne, Pa., 150 miles, Hudsons finished 1-3-4-6.

Kaiser-Frazer

Year	Models	Production	Price Range	Plants	No. of Employes	MILESTONES
1951	K-5210 K-5211 K-5213 K-5214 K-5215 K-5220 K-5221 K-5224 K-5225 K-5227 J-5234 J-5244 A230-4 A240-4	99,119	$1,299 to $2,432	Willow Run, Mich. Portland, Ore. Detroit, Mich. Jackson, Mich. Shadyside, Ohio Richmond, Calif. Oakland, Calif. Dowagiac, Mich.	14,500	Production of C-119 cargo airplanes added to auto manufacturing at Willow Run. Two new plants, at Richmond and Oakland, Calif., acquired for manufacture of components for Lockheed and Boeing airplanes. Automotive stamping plant constructed at Shadyside, O., for production of Kaiser and Henry J parts. New 1952 models of Kaiser and Henry J introduced in December. In November, K-F began production of "Allstate" automobile to be marketed by Sears, Roebuck and Co. in limited number of Southern U. S. cities.

Nash

Year	Total Car Units Produced	Range of Prices: Lowest Base Price	Range of Prices: Highest Base Price	Average Number of Employes	MILESTONES
1951	161,140	$1,773	$2,501	14,870	Announced new Nash-Healey, first American sports car introduced by an established automobile manufacturer since the mid-'20s. Introduced new Rambler "Country Club" hardtop convertible, Rambler Greenbrier and Deliveryman models. Received contract for producing Pratt & Whitney R-2800 "Double Wasp" aircraft engines for U. S. Air Force. Completed and opened three new zone offices and five new parts and accessories warehouses.

Oldsmobile

Year	Model	Total Production	Price	Employes (U.S. Only)	MILESTONES
1951	Series "88" Super "88" Series "98"	285,616	$1,952 to $3,025*	16,000	J. F. Wolfram became general manager Jan. 1, succeeding S. E. Skinner, who was named group executive in charge of GM accessory divisions. H. N. Metzel succeeded Wolfram as chief engineer. In April, Oldsmobile accepted assignment to produce rotating parts for the Sapphire jet aircraft engine. Volume production of 3.5-inch rockets began in May and of 90-mm. tank cannon in November. Ground broken for new 700,000-sq. ft. building in July for making jet aircraft engine parts. The 750,000th "Rocket" engine was produced in July and the 1,500,000th Oldsmobile with Hydra-Matic Drive in November.

*Factory delivered price at Lansing.

Packard

Year	Total Production	Model and Price	Average Employes During Year	MILESTONES
1951	76,075	"200": Club Sedan, $2,475; Touring Sedan, $2,528; "200" Deluxe: Club Sedan, $2,622; Touring Sedan, $2,675; Packard Mayfair, $3,293; Packard Convertible, $3,450; "300": Touring Sedan, $3,094; Patrician "400": Touring Sedan, $3,767.	9,030	Packard Mayfair and Packard convertible announced Feb. 17; $20,000,000 Navy contract for Packard Marine diesel engines announced Feb. 19; On March 5, Packard said it had been named a prime contractor by the U. S. Air Force to produce GE J-47 turbojet engines; Packard board of directors increased, April 16; In May construction began on a new Utica (Mich.) plant project, including new parts warehouse and assembly building for jet engines; Packard selected as pace car for 250-mile anniversary race; C. E. Briggs named general sales manager in Oct. and shortly afterwards Roy Abernethy was promoted to assistant general sales manager. In November, Packard announced its 1952 models.

Pontiac

Year	Models	Total Sales to Dealers	Price	Factory	Employes	MILESTONES
1951	Chieftain 6 Chieftain 8	345,617	$1,686.70-$2,344.72 1,756.14- 2,414.15	6 assembly plants 1 main plant	14,000	Second greatest production year in division's history. Construct two new defense buildings (nearly 1 million sq. ft.) for amphibious cargo carrier (Otter) and dual-type anti-aircraft cannons. Tooling occupies most of year in regards to three defense projects . . . Otter, cannon, medium-caliber rockets.

Studebaker

Year	Models	Price	Sales	Employes (U.S. Only)	MILESTONES
1951	Champion Commander Land Cruiser	$1,561.05* to $2,481.01*	285,250	21,849	Annual sales for first time exceed $500,000,000. Hardtop convertible models announced in December. Production of military trucks for U. S. increased. Plants in South Bend, Chicago and New Brunswick tool up for manufacture of jet aircraft engines.

*Factory delivered in South Bend. Prices in effect at close of model production.

Willys-Overland

Year	Total Sales	MILESTONES
1951	124,547	Howard P. Grove elected vice-president in charge of domestic sales; Gerry Lyons appointed general sales manager. New passenger sedan, the Aero Willys, introduced publicly Jan. 18, 1952; company's first conventional-type passenger vehicle since 1942. Improved military Jeep, the M-38A1, announced for production in 1952, featuring Willys high-compression (7.4 to 1) "F" head, 4-cylinder "Hurricane" engine. Company purchased plant in Anderson, Ind., for manufacture of jet aircraft engine components. Leased building in Toledo for electronics development and production under government contracts. Leased large (15,000,000 pounds annual capacity) government-owned aluminum forgings plant in Erie, Pa., and began production for aircraft industry in December. Began tooling for production of military aircraft landing gears at main plant in Toledo and for production of shell cartridge cases at plant of wholly-owned subsidiary, Wilson Foundry & Machine Co., Pontiac, Mich. Operations at year-end being carried on in six plants in five states, employing over 12,500. Sales for 1951 totaled $219,861,553, an all-time high and 104 percent over 1950. Backlog of unfilled orders, both military and civilian, and pending contracts approximated $250,000,000 at Dec. 31, 1951.

Who's Who in Auto Industry

(Continued from Page 213)

D. T. Face, pur. agt. **Det. Rep.**—B. J. Fitzner, 8803 Michigan ave. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

SCHERER, CORP., R. P., 9425 Grinnell ave., Detroit 13, Mich. Gelatin capsules for lubricants, oils, starting fluids, chemicals and special formulas. Robert P. Scherer, pres.; Edw. W. Johnson, secy. and treas.; Karl Senff, sales mgr.; Norman J. Boehm, adv. mgr.; LeRoy Farnum, pur. agt.; Frank Stark, traffic mgr.; S. T. Moreland, eng. dir. **Adv. Agcy.**—Cortez F. Enloe, Inc., New York, N. Y. Dr. C. F. Enloe, acct. exec.

SCHILDMEIER CO., H. C., 312 N. Senate ave., Indianapolis 2, Ind. Wheel balancer, wheel press, hydraulic dual tire lift, mechanical tire lift, tire dollie, weight pliers. Leah R. Schildmeier and J. H. Schildmeier, partners; Sandy Garvin, pur. agt.

SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas, chmn. of bd. and gen. mgr.; Wm. DeKlavon, asst. gen. mgr.; John B. Stoessel, wks. mgr.; Adolph Stark, chief engr.; Donald N. Rupert, pur. agt.; Charles W. Puder, local sales; Barr Cannon, nat'l sales.

SCHRADER'S SON, A., Div. of Scovill Mfg. Co., Inc., 470 Vanderbilt ave., Brooklyn 17, N. Y. Tire valves, caps, cores, tire pressure gauges, airline (chuck) gauges, air chucks, tire valve service tools, electric valve and tube vulcanizers, spark plug tire pumps, air hose fittings, quick couplers, blow guns, valves for rubberized fabric containers, cylinders and valves for factory air installations. S. T. Williams, gen. mgr. (A. Schrader's Son div.); G. A. Drew, gen. sales mgr.; B. M. Muchmore, mgr. acc. sales; F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; C. H. Wilkens, asst. sales mgr. chge. of Akron branch; G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.). **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres. and gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

SCIAKY BROS., INC., 4915 W. 67th st., Chicago 38, Ill. Electrical resistance welding equipment (rocker arm, flash, multiple, seam, butt, press type, portables, projection). David Sciaky, pres.; Sam Sciaky, vice-pres.; J. Carasso secy.; Benveniste, treas.; J. Graham, wks. mgr.; Maurice Sciaky, vice-pres., sales mgr.; W. J. Farrell and W. E. Cain, asst. sales mgrs.; Clarence Broner, adv. mgr.; V. B. Hjerpe, chief engr.; J. Bilik, pur. agt.; Pijon, traffic mgr. **Det. Rep.**—Harold Schroeder, Room 442, New Center bldg., 7430 Second blvd., Detroit, Mich. **Adv. Agcy.**—Russel T. Gray, Chicago, Ill. R. Walther, acct. exec.

SCINTILLA MAGNETO DIV., Bendix Aviation Corp., Sidney, N. Y. Magnetos for aircraft, turbo jet, marine and industrial engines, ignition switches; radio shielded ignition harnesses; electrical connectors; moldings; ceramics. G. C. Cottrell, compt.; G. E. Steiner, gen. mgr.; W. Michel, factory mgr.; A. W. DeChard, aircraft sales mgr.; W. A. Uline, indus. sales mgr.; T. Z. Fagan, adv. mgr.; L. W. Trees, serv. mgr.; W. J. Spengler, exec. engr.; W. B. Wilson, pur. agt.; R. L. Hamilton, traffic mgr.; A. H. Bode, pub. rel. dir. **Adv. Agcy.**—MacManus, John & Adams, Inc., Fisher bldg., Detroit, Mich. Ray Blackwell, acct. exec.

S. CO. T., INC., 11 West 42nd st., New York 18, N. Y. Superchargers. Harry D. Fornari, pres. and treas.; C. Golino, vice-pres. and secy.

SCOVILL MANUFACTURING CO., 99 Mill st., Waterbury 20, Conn. Contract Mfg. Div.: Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stampings, drawn shells, and eyelets from steel, aluminum, brass, copper, and zinc. Screw Machine Products Div.; Screw machine products made to order—"Uniflare," tube fittings, "Loxit," compression tube fittings. Forgings Div.; Nonferrous metal forgings. Industrial Fastener Div.: Pre-assembled washer units, machine, self-tapping, and Philip's head screws, special industrial fastening devices. L. P. Sperry, pres., treas., gen. mgr.; W. M. Goss, vice-pres.; M. L. Sperry, II, secy.; P. E. Fenton, sales mgr.; A. M. Rogers, W. H. Hill, asst. sales mgr.; A. P. Hickox, pur. agt.; J. B. Griffin, traffic mgr.; A. C. Curtiss, pub. rel. mgr. **Det. Rep.**—William Black, 15755 James Couzens Highway. **Adv. Agcy.** — James Thomas Chirurg, New York, N. Y. J. Lawrence Arnold, acct. exec.

SCULLY SIGNAL CO., 88 First st., Cambridge 41, Mass. Whistling gas tank fill signals. Frank P. Scully, pres.; Edward C. Kleber, treas., pur. agt.; Carl A. Goddard, sales mgr. **Det. Rep.**—W. M. Rosborough.

SEALED POWER CORP., 500 Sanford st., Muskegon, Mich. Piston rings, pistons, cylinder sleeves. C. E. Johnson, pres.; Paul C. Johnson, exec. vice-pres.; R. R. Beardsley, vice-pres.; G. E. Reynolds, secy. and asst. treas.; L. G. Matthews, treas.; K. S. Witt, wks. mgr.; R. A. Snyder, sales mgr., orig. equip. div.; J. E. Norwood, sales mgr., replacement sales div.; R. E. Murbarger, gen. sales mgr.; C. H. LeFevre, sales prom. and adv. mgr.; V. J. Paquin, serv. mgr.; J. H. Ballard, chief engr.; M. W. Valuck, pur. agt. **Det. Rep.**—R. B. Hawkins.

SEALTIGHT CORP., 228 1st st., N.E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., adv. mgr., pur. agt.; E. J. Wasta, treas.; B. A. Dominick, sales mgr.; L. L. Abbott, asst. pur. agt., traffic mgr. **Adv. Agcy.**—Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

SEAMAN PAPER CO., 1848 Hubbard st., Chicago, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

SEIBERLING RUBBER CO., Akron 9, O. Tires, tubes, floor mats, tire rebuilding accessories and repair materials. J. P. Seiberling, chmn. of bd., pres.; W. P. Seiberling, secy.; R. J. Thomas, treas.; H. P. Schrank, vice-pres.; chge. prod.; L. M. Seiberling, vice-pres., chge. sales; J. A. Fouche, dir. adv. and mdse.; C. A. Reed, gen. sales mgr.; J. R. Lotze, mgr. pass. tire & tube sales; J. J. Walbeck, asst. mgr. adv. and mdse.; O. K. Feikert, serv. mgr.; E. R. Gibson, pur. agt.; A. P. Baum, traffic mgr.; Douglas Mueller, pub. rel. dir. **Det. Rep.**—M. S. Owen, Chateau Frontenac Apt 6-D, 10410 E. Jefferson ave., Detroit 14, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Carnegie Hall, Cleveland 15, O. Andrew Meldrum jr., acct. exec.

SEIDEN PNEUMATIC TOOL CO., 423 Barrett st., Jackson, Mich. Pneumatic hammer for automobile body and fender bumping. Oakley D. Lutes, partner-in-chge.; Leo O. Blake, chief engr. **Adv. Agcy. — Stevens Inc., Grand Rapids, Mich.** Carl Clum, acct. exec.

SELLWELL INDUSTRIES, INC., 996 Ellicott Sq. bldg., Buffalo 3, N. Y. Automatic lock for rear doors. John D. Murphy jr., pres. and gen. mgr.; N. P. Mancuso, vice-pres.; Frank M. Abbate, secy.; Harry Barney, treas. **Adv. Agcy.**—H. J. Weil, Inc., Buffalo, N. Y.

SERVICE SUPPLY CO., 1115 Seventh st., Denver 4, Colo. Serco-radiator and block seal, Ki-Mo non-acid cooling system cleaner, Re-Mo acid type cooling system cleaner, Lubro water pump lubricant, Solvo carburetor and fuel pump cleaner, Noxo tuneup oil, Shamo auto wash, Reeso hand cleaner, Rusgo rust inhibitor, D-Greso grease remover, Wrencho penetrating oil. Charles A. Kimble, pres., gen. mgr.; E. A. Kimble, vice-pres.; A. E. Bradshaw, wks. mgr.; R. H. Hinds, sales mgr. **Adv. Agcy.**—Curt Freiburger & Co., Denver, Colo.

SHAKEPROOF, INC., Div. of Illinois Tool Works, 2501 N. Keeler ave., Chicago 39, Ill. Lock washers, sems, "Keps"—Preassembled nut and lock washer, thread-cutting screws, molding clips, self-locking nuts, snap fasteners, locking screws, special fasteners. Harold Byron Smith, pres.; Frank W. England, vice-pres.; Austin E. Cole, secy.-treas.; Calmer L. Johnson, vice-pres.; Eugene W. Fuller, vice-pres.; John S. Hawley, mktg. mgr.; E. U. T. Berthesen, wks. mgr.; Raymon M. Wall, adv. mgr.; John B. O'Connor, mgr. new prod. div.; Arthur Froehlich, pur. agt. **Det. Rep.**—Russell M. Maude, 2895 E. Grand blvd.

SHAMOKIN WOOLEN MILLS, INC., 450 Seventh ave., New York 1, N. Y. Woven plastic for auto seat covers. Israel Cummings, pres.; John L. Koehne, secy.-treas.; Norman S. Greenlaw Co., 40 Worth st., New York 13, N. Y., styling and sales handled.

SHAW, JOSEPH, CO., 6120 N. Detroit ave., Toledo 12, O. Locking gas caps, fender guards, parking lights, grille guards, wrench sets. Joseph Shaw, pres., adv. mgr., pur. agt.; H. G. Malone, secy.; R. H. Bluhm, gen. mgr., sales mgr.; Denzle Roscoe, wks. mgr., traffic mgr. **Adv. Agcy.**—Miller Agency, Toledo, O.

SHAW & SLAVSKY, INC., 13821 Elmira, Detroit 27, Mich. Used car tags, parts and accessory tags, bin marking system, production control boards, contest boards, service dept. boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; Hal Hollen, secy., treas., pur. agt.; J. R. Conley and Robt. R. Swartzbaugh, sales mgrs.; Don A. Hebert, asst. sales mgr.; Hans Ruedi, chief engr. **Adv. Agcy.**—Rossi & Co., Detroit, Mich. Vince Rossi, acct. exec.

SHELL OIL CO., 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleum gas, organic and agricultural chemicals. H. S. M. Burns, pres.; F. W. Woods, secy.; A. G. Schei, treas.; S. Eddy and P. C. Thomas, gen. sales mgrs.; D. C. Marschner, adv. mgr., sales prom. mgr.; C. J. Smith, asst. adv. mgr.; W. H. Bratches, pur. mgr.; T. T. Thompson, asst. pur. mgr.; H. L. Curtis, asst. to pres., pub. rel. **Det. Rep.**—John Southworth, 154 Bagley ave. **Adv. Agcy.**—J. Walter Thompson, New York, N. Y. Henry Stevens, acct. exec.

SHELLER MFG. CORP., Portland, Ind. Steering wheels, chrome plated die castings, molded, extruded, hard and sponge rubber products, metal stampings and screw machine products, cork products, crown caps. M. M. Burgess, pres.; T. Bradley, R. P. Champney, J. A. McKeown, O. G. Vinnedge, vice-presidents; N. G. McLaughlin, secy.; J. A. McKeown, gen. mgr.; G. A. McFarland, wks. mgr.; E. W. Sheller, chief engr.; E. J. Minch, pur. agt.; M. H. Chaney, traffic mgr. **Det. Rep.**—Earl J. Cosgrave, 8-162 General Motors bldg., Detroit, Mich.

SHEPPARD CO., INC., R. H., Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, diesel farm tractors, diesel industrial tractors. R. H. Sheppard, pres.; Fred D. Livingston, vice-pres.; Thomas Strauss, secy.-treas.; Leo E. Muzzy, sales mgr.; S. J. Wisotzkey, adv. dept.; Earl Petry, chief engr.; Russ Willetts, serv. mgr.; R. Reifsnider, pur. agt. **Adv. Agcy.**—Kamp & Godfrey, Lancaster, Pa. William Kamp, acct. exec.

SHERMAN-KLOVE CO., 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanics' hand service tools, metal tool boxes, metal boxes (all types), metal cabinets. J. W. McDonough, pres. and gen. mgr.; W. J. McDonough, vice-pres., works mgr., pur. agt.; E. L. McDonough, secy. and sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.**—Sidney Norwood, 5-254 General Motors Bldg., Detroit.

SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; M. J. Fortier, vice-pres., gen. mgr.; C. M. Lemperly, dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr.. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr. automotive finishes; R. F. Hennig, pur. agt.; J. B. Sanford, traffic mgr.; C. F. Toll, adv. mgr. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

SHULER AXLE CO., INC., 2901 S. 2nd st., Louisville, Ky. Heavy-duty one-piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr., pres.; J. F. Bleakley, vice-pres. and gen. mgr.; F. W. Pallant, treas.; R. B. Liggett, vice-pres., chge. engrg.; R. C. Carson, sales mgr.; R. J. Everhart, pur. agt. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

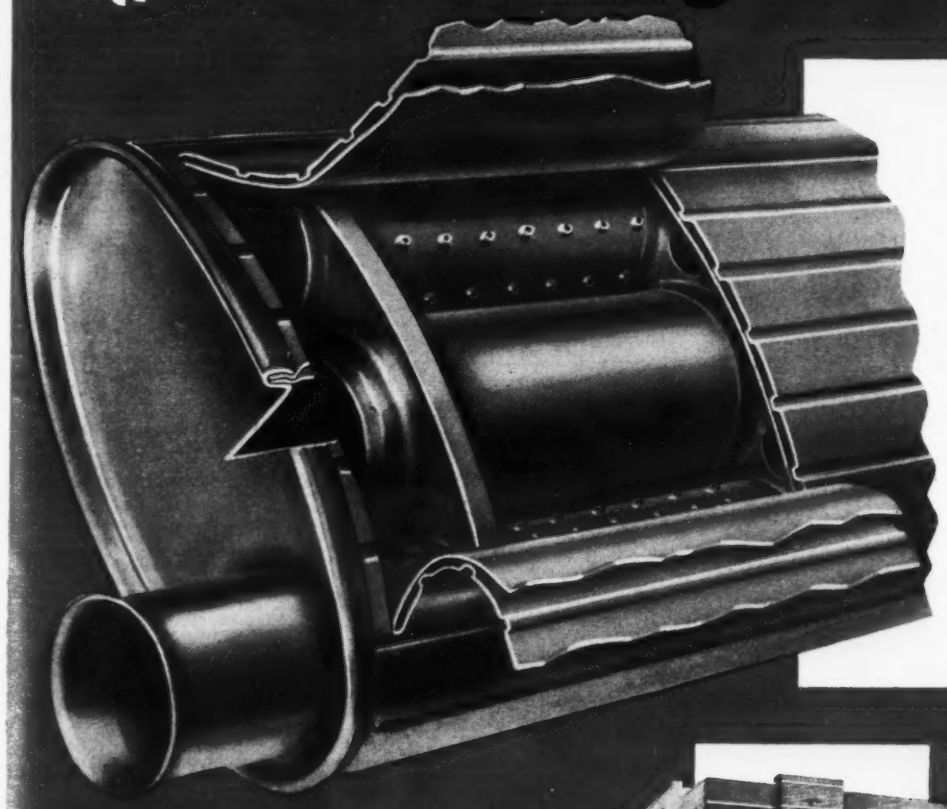
SHURE MFG. CORP., 1601 S. Hanley rd., St. Louis 17, Mo. (formerly Mfg. div. of Natkin & Co.). Automotive service merchandisers, work benches, portable service benches, steel paneling, tool carts and appearance servicers. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 1296 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

SHURLY, E. R., CO., 2242 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic automobile parts. Edmund R. Shurly, pres., gen. mgr.; Clark Wormer, vice-pres.; H. Gordon Wood, secy.-treas.

SIEBRING MFG. CO., George, Ia. Steam cleaners, cleaning compounds, tractor loaders. Claude Siebring, pres.; Owen Siebring, gen. mgr. and pur. agt. **Adv.**

(Continued on Page 216)

Introducing A New, Revolutionary Muffler for High Compression Engines!



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Who's Who in Auto Industry

(Continued from Page 215)

Agcy. — Melamed - Hobbs, Minneapolis, Minn.

SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres., gen. and sales mgr.; D. R. Reason, vice-pres. and adv. mgr.; P. Maulding, secy. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. C. F. Pineau, acct. exec.

SIGHT FEED GENERATOR CO., Factory and sales offices: West Alexandria, O. Portable & stationary acetylene generators, Rexarc hard-facing and nickel manganese electrodes. C. F. Smith, pres. and gen. mgr.; Earl Rinck, treas. and asst. mgr.; Donald Smith, chief engr.

SIGNA-CRAFT, INC., 292 Fifth ave., New York, N. Y. Autogram initials. L. K. Stupell, pres.; Norman J. Stupell, vice-pres.; A. D. Bobrow, sales mgr., sales prom. mgr. **Det. Rep.** — Herman D. Weiss, 604 Donoven bldg. **Adv. Agcy.**—Walter Scott, New York, N. Y.

SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for pass. cars, trucks and buses, fuse-in-line receptables, stoplite pilots, emergency lites, flashers. A. Hollins, pres.; J. R. Hollins, vice-pres., chief engr.; L. S. Hollins, secy.-treas., sales mgr. **Adv. Agcy.**—Philip I. Ross Co., 38 East 57th st., New York, N. Y.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy. and treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangeli, parts and acct. mgr.; F. K. Flynn, chief engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—W. E. Phillips, Equipt., 7279 Artesian ave. **Adv. Agcy.**—Harry Hurst, New York 3, N. Y.

SILVER VOGUE AUTO SEAT COVER CO., 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators. Irving Silver, owner.

SIMONIZ CO., 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products. Elmer Rich, pres.; W. Gardner Barker, exec. vice-pres.; Elmer Rich jr., vice-pres.; Jack Doran, adv. mgr.; J. N. Rager, asst. adv. mgr.; Charles V. Lipps, sales mgr. **Adv. Agcy.**—S. S. C. & B. Clemens F. Hathaway, acct. exec.

SIMPLEX TIME RECORDER CO., South Lincoln st., Gardner, Mass. Master clock systems, payroll recorders, time stamps, cost recorders, watchclocks, card racks, time cards. Curtis G. Watkins, pres. and gen. mgr.; Alexander Campbell, vice-pres.; Hilton Whiting, secy. and pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, wks. mgr.; Clyde C. Richelieu, sales mgr.; F. Paul Hallock, asst. sales and adv. mgr.; John J. Evans, serv. mgr.; Henry Rixford, chief engr.; Harold E. Moore, traffic mgr. **Det. Rep.**—J. Wayne Chrisman, Mgr., 7338 Woodward ave.

SINCLAIR GLASS CO., Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens, parking lamp and interior lamp lens. F. R. Hodges, pres.; R. J. Mikolas, vice-pres.; J. A. Jadrich, secy.; L. W. Erdman, sales mgr.

SKILSAW, INC., 5023 Elston ave., Chicago 30, Ill. Portable electric and pneumatic tools. B. J. Sullivan, pres.; E. J. Kelley, vice-pres., engrg.; J. J. Topolinski, vice-pres., mfg.; E. B. McConville, exec. vice-pres.; J. L. McManus, secy.; P. O. Watts, vice-pres. sales; J. T. Carlsen, E. J. Normandt, J. J. Sweeney, W. H. Ferry, division mgrs.; C. D. McWade, adv. mgr.; C. G. Schaaf, serv. mgr.; E. J. Sterba, commercial dept. mgr.; F. J. Koenig, chief engr.; D. C. Doty, pur. agt.; A. Richter, asst.; E. Nied, traffic mgr. **Det. Rep.**—R. S. Ebbert, Skilsaw, Inc., 17160 Wyoming ave., Detroit, Mich. **Adv. Agcy.** — MacFarland Aveyard & Co., Chicago, Ill.

SKINNER PURIFIERS DIV., Bendix Aviation Corp., 1500 Trombley, Detroit 11, Mich., G. C. Fricke, gen. mgr.; K. C. Gano, sales mgr.; T. R. Collioud, sales prom. mgr.; D. W. Hunt, div. comptr.; D. S. Kinsman, pur. agt.; R. J. Dubuc, factory mgr.; W. Kasten, chief engr. **Det. Rep.**—H. P. Berry, 1500 Trombley, Detroit, Mich. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich.

SLEETEX CO., INC., 404 Fourth ave., New York 16, N. Y. Dual and single defroster blades, windshield wiper blades, hand squeegees, plastic windshield covers. Edward C. Abdelnour, pres. and sales mgr.; Mitchel E. Hadad, vice-pres. and treas.; H. Hadad, secy.; Philip Malifouz, works mgr. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, bakery trucks, squat seats. Reed O. Hulbert, pres.; Mrs. Reed O. Hulbert, secy.; Arne De Piero, treas.; George Browne, sales mgr. **Adv. Agcy.**—Adds Up Co., Ashtabula, O. Wm. Snyder, acct. exec.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. Grover C. Smith, pres.; W. M. Meeker, vice-pres.; Norman D. Wood, secy.; Neal G. Smith, pur. agt. **Adv. Agcy.**—T. L. Parkhouse, 1351 E. Colorado blvd., Glendale, Calif.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, Wm. A. Seideman, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; Wm. A. Seidemann, works mgr.; Rogers Palmer, sales mgr.; P. J. Schutt, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bscherer, asst.; L. W. Ruelle, traffic mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Cramer-Krasselt Co., 733 N. Van Buren st., Milwaukee, Wis. N. L. Telander, acct. exec.

SNYDER MFG. CO., 22nd and Ontario sts., Philadelphia 40, Pa. Sun visors, auto aerials, fender tools, grille guards, exhaust extensions. Ben Snyder, Gus Snyder, partners; Dick Morris, sales mgr.; Bob McKay, pur. agt. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres., gen. mgr.; Leo Gajda, chief engr.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 218 Lexington bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. C. B. Thomas, pres.; S. G. Keevill, managing dir.; J. A. Ramboux, treas.; J. DeClercq, gen. works mgr.; D. Droghan, sales mgr.; H. B. Hindly, auditor.

SOCONY-VACUUM OIL CO., INC., 26 Broadway, New York 4, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. G. V. Holton, chmn. of bd.; B. Brewster Jennings, pres. and chmn. of exec. comm.; W. F. Burt, J. C. Case, W. L. Faust, J. F. Seal, vice-presidents; W. D. Bickham, secy.; V. B. Geibel, treas.; Herbert Willetts, domestic mktg. mgr.; Paul Gosman, adv. mgr.; George Walker, asst. adv. mgr.; E. A. Heyler, sales prom. mgr.; J. R. Taylor, pur. agt.; A. G. Anderson, traffic mgr.; T. W. Phelps, pub. rel. mgr. **Det. Rep.**—H. J. Muller, Socony-Vacuum Oil Co., Inc., 903 W. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Compton Adv. Agency, 630 Fifth ave., New York, N. Y. Merrell Boyce, acct exec.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Station wagon wood parts, radio and television cabinets, automotive, industrial and agricultural wood parts. D. H. Sanders, pres. and secy.; N. S. Bowsher, vice-pres. and treas.; P. E. Gerber, prod. mgr.; W. M. Leslie, pur. agt.

SO. CALIF. PLATING CO., 4444 Sunset blvd., Los Angeles 27, Calif. License plate frames, cut-out nameplates, booster plates, paperweights. Leonard De Belle, pres., owner, gen. mgr.; Joseph Bessolo, works mgr.; E. Wallace Titzell, sales mgr.

SOUTH GATE BRAKE SPECIALTIES CO., 3356 E. 14th st., Los Angeles, Calif. Brake cable adjuster, energizers for 1928-38 Fords (pass. and truck), oversize rollers for 1935-38 Fords (pass. and truck), Chrysler-type anchor bolts, floating anchor pin for Chevrolet cars and half-ton trucks, 1936-50; rocket booster, filcoolator, "C" washers, interceptor washers for Chrysler-built cars, 1936-51 (brake); brake leverage shims, 1935-38 Ford pass. Wesley N. White, owner, gen. mgr.; Samuel Hooper, asst. sales mgr.; Wentworth Mann, adv. mgr.; J. N. Homan, chief engr. **Det. Rep.**—C. W. Smith, 106 Dwight st., Pontiac 18, Mich. **Adv. Agcy.** — Mann Adv. Agency, Los Angeles, Calif. Nathan Fligsten, acct. exec. Lillian Rothrock, credit mgr.

SOUTHERN FIBER FABRICS, 585 Wells st., S.W., Atlanta, Ga. Fiber fabrics. W. D. Ellis, pres.; Wm. M. Thomson, works mgr.; Wiley P. McGinty, sales mgr. **Adv. Agcy.**—Robert E. Martin & Co., Atlanta, Ga.

SOUTHERN FRICTION MATERIALS CO., Box 1475, Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; John O. Camp, vice-pres., sales and adv. mgr.; Clayton Daniel, secy.; W. W. Dunkin, treas.; F. L. Johnston, works mgr.; DeWitt R. Austin jr., asst. sales mgr.; Clayton Daniel, chief engr. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2900 S. Michigan ave., Chicago 16, Ill. Service promotional systems, dealer forms, 30,000-mile new car service bonds. Samuel R. Stiefel, pres.; Harold Eisenstein, secy. and treas.; Bernard D. Verin, gen. mgr.; Guy Wilson, 1 E. 36th st., Indianapolis, Ind., sales mgr.

SPARK-O-LINER CORP., 601 11th ave. South, Minneapolis 4, Minn. Perry cooling system filter, Spark-O-Liner. M. K. Guthrie, pres.; M. M. Perry, vice-pres. and gen. mgr.; E. E. Huyck, secy. and treas.; M. L. Kocher, works mgr.; M. M. Perry, sales mgr.; J. A. Vettel, asst. sales mgr.; R. Kellogg, sales prom. mgr.; E. Hankes, project engr.; S. J. Willis, chief engr.; M. L. Kocher, pur. agt.; G. Arends, traffic mgr. **Adv. Agcy.**—Ray C. Jenkins, Minneapolis, Minn. Ray Jenkins, acct. exec.

SPARTON AUTOMOTIVE, Div., The Sparks-Withington Co., Plant No. 1, North st., Jackson, Mich. Air and electric horns (automotive warning signals), directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog and backup lights; polarized rear view mirrows. E. W. Gentz, gen. mgr.; J. J. Bigelow, sales and adv. mgr.; O. A. Rhein, asst. sales and adv. mgr.; George White, chief engr.; John Towler, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., Detroit, Mich.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, splash guards, car and truck mirrors, clearance, marker and identification directional signals, school bus warning light kits, lamps, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; H. K. Watson, secy. and works mgr.; W. A. Goes, asst. sales mgr.; J. A. Peschek, asst. adv. mgr.; H. Gottschalk, asst. serv. mgr.; F. D. Sullivan, pur. agt.; C. Gutowsky, traffic mgr. **Adv. Agcy.**—Camm, Costigan & Seitz, Inc., Milwaukee. K. H. Seitz, acct. exec.

SPEEDI-DRI CORP., 210 W. Washington Square, Philadelphia 5, Pa. Speedi-Dri, Sol-Speedi-Dri, Driocel. R. H. Hubbell jr., pres.; H. M. Gwyn jr., vice-pres., adv. mgr.; W. E. Sawyer jr., secy.; R. A. Hogan, sales mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

SPEED WAY MFG. CO., 1834 S. 52nd ave., Cicero 50, Ill. Portable electric tools, fractional horsepower motors. W. B. Scace, pres.; J. R. DeBacher, vice-pres.; S. E. Scace, vice-pres., engrg.; D. G. Collins, sales mgr.; G. Winkley, pur. agt. **Det. Rep.**—R. Dykstra Co., 7701 Mack ave. **Adv. Agcy.** — Ross Llewellyn, Chicago, Ill. Ross Llewellyn, acct. exec.

SPENCER-SAFFORD LOADCRAFT, INC., Augusta, Kans. Truck trailers and bodies, trailer axles, brakes, fifth wheels and hubs. E. S. Safford, pres.; Wm. H. Seed, exec. vice-pres.; D. Davis, chief engr.; Robert G. Sauder, pur. agt.; L. Pennington, serv. parts.

SPICER MFG. DIV., Dana Corp., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, railroad generator drives, frames. C. A. Dana, chmn. of bd.; R. E. Carpenter, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; Wm Fairhurst, vice-pres., sales and adv.; R. B. Haynes, vice-pres. mfg.; D. D. Robertson, sales mgr.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traffic mgr.; C. F. Souder, asst. adv. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. C. A. Kroening, acct. exec.

SPONGE RUBBER PRODUCTS CO., 294 Derby pl., Shelton, Conn. All types automotive sponge rubber — molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, secy.-treas.; Ralph Holbrook, Donald Spengler (plant A), Jack Montefalco (plant B), Anslem Talalay (plant D), works mgrs.; Wm. F. Lang, sales mgr.; John J. Corrigan, adv. mgr.; Chas. Connor, serv. mgr.; L. H. DeWyk, chief engr.; Robt. G. Nicol, pur. agt.; Arthur Hunn, traffic mgr. **Det. Rep.**—Banian Corp., New Center bldg., Detroit. **Adv. Agcy.**—Conklin Mann and Son. Conklin Mann jr., acct. exec.

STAHL METAL PRODUCTS, INC., 3490 W. 140 st., Cleveland 11, O. Utility workshop trailers, utility service truck bodies. C. J. Stahl, pres., gen. mgr.; John Hay, vice-pres.; Bedford Forrest, plant supt.; Stanley Knoleck, sales mgr.; Joe Mitchell, pur. agt., traffic mgr. **Adv. Agcy.**—Sorrell and Sons Co., Argyle rd., Rocky River, O. John Sorrell, acct. exec.

STANDARD COTTON PRODUCTS CO., 2701 Camden ave., Flint 1, Mich. Automobile pads, cotton, sisal and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy., treas. and gen. mgr.; Eldred G. Duffy, works mgr.; Milton G. Warren, traffic mgr.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher Bldg., Detroit.

STANDARD DIE CAST CO., 1900 E. Milwaukee ave., Detroit 11, Mich. Automobile accessories. Willis B. Anderson, sales mgr., adv. mgr. and sales prom. mgr.

STANDARD FORGE & AXLE CO., INC., Hunters Station, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres. and treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. and chief engr.; W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island 1, N. Y. Ignition products, electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, works mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; E. Kameny, chief engr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Reiss Advertising, New York, N. Y. H. Reiss, acct. exec.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket cap screws, dowel pins,, shop desks, self-locking nuts, tool stands and cabinets, hand trucks, pressure plugs, steel stools. H. Thomas Hallowell jr., pres.; J. Whiting Friel, vice-pres. (sales); William I. Kryder, secy.; Harold F. Gade, treas.; George A. Gade, sales mgr.; A. W. Scott, adv. mgr.; A. A. Leedom, chief engr.; E. Y. Bready, pur. agt. **Det. Rep.**—F. J. Kinsella, 944 Harper ave. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

STANDARD PRODUCTS CO., sales div., 316 Fisher bldg., Detroit 2, Mich.; Adm. offices, 2130 W. 110th st., Cleveland 2, O. Auto glass window channel; weatherstrip; scuff pates; molded and extruded rubber tiring and tubing; molded thermoplastics; small metal stampings; rolled metal sections; automotive door locks, supports, checks, latches and controls. J. S. Reid, chmn. of bd.; H. D. Myers, pres. and gen. mgr.; F. R. Valpey, vice-pres. in chge. of sales; R. E. McIntyre, vice-pres. and treas.; E. C. Moody, asst. treas.; S. I. Hall, adv. mgr.; E. A. Norris, div. mgr. (Port Clinton, O., plant); C. H. Judd, div. mgr. (Cleveland, O., plant); C. B. Haas, div. mgr. (St. Clair, Mich., plant); J. C. Scott jr., div. mgr. (Gaylord, Mich., plant); O. Cook, div. mgr. (Lexington, Ky., plant); W. C. Nordstrom, div. mgr. (Long Beach, Calif., plant); F. A. Best, pres., Standard Products (Canada), Ltd., P. O. Box 427, Windsor, Ont. (Canadian plant).

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner, vice-pres. and treas.; S. Keith Riddle, secy.; Daniel Bingle, works mgr.; J. A. Jackson, sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD STEEL SPRING CO., Fourth ave., Coraopolis, Pa. Automotive bumpers, leaf springs, coil springs, universal joints, steel floor grating, automotive cushion springs, corronizing process. R. C. Enos, pres.; C. J. Queenan, exec. vice-pres.; C. B. Black, vice-pres.; M. B. Hammond, adv. mgr. **Adv. Agcy.**—Marsteller-Gebhardt-Reed, Inc, Pittsburgh, Pa.

(Continued on Page 217)

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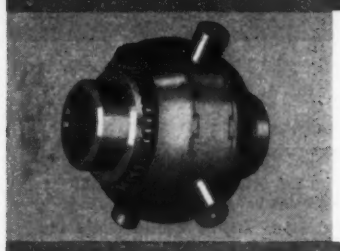

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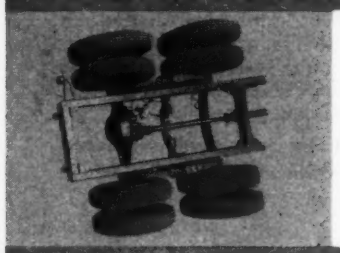

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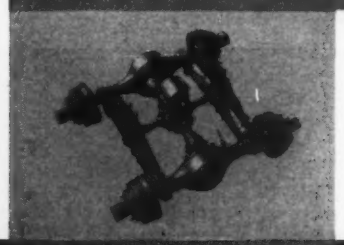

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Who's Who in Auto Industry

(Continued from Page 216)

STANDARD - THOMSON CORP., 216 S. Main st., Dayton 2, O. Spotlights, back-up lights, thermostats, temperature control devices. R. N. Webster, pres.; J. E. Golob, L. G. Zarbock, R. H. Hummert, vice-presidents; A. H. Ellinger, secy and treas.; J. E. Golob, gen. mgr.; Paul Early, chief engr.; L. G. Zarbock, sales mgr.; J. P. Malmstrom, coordinator of sales; Van B. Lewis, pur. agt. **Det. Rep.**—L. M. Payne Co.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 28, Mich. S. L. Willis, pres. and gen. mgr.; T. F. Thornton, exec. vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy. treas.; T. F. Marlow, vice-pres. of operations; A. R. Schumann, mgr. of sales W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; J. A. Robinson pur. agt.; J. Goodfellow, pub. rel. mgr **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich. W. Chittenden, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. W. Stanley vice-pres.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay work mgr.; Norman F. Dahl, sales mgr.; H. Greene, chief engr.; B. J. Adams pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, chief engr.; E. J. Horsley, pur. agt.; H. A. Hassler, mgr. jobbing div. **Det. Rep.**—W. H. Garrett, 701 Basso bldg.

STAR MACHINE & TOOL CO., 201 Sixth st., S.E., Minneapolis 14, Minn. Brake relining machines, brake lining appliers Star Hydro-Lift cranes. A. O. Wistl owner; J. W. Bermes, sales mgr. **Adv. Agcy.**—Claude Efnor, Minneapolis, Minn.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; W. J. Greene, vice-pres. and dir. of sales; W. F. Findlay, asst. treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traffic mgr. **Det. Rep.**—W. R. Barlow. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEEL PRODUCTS CO., INC., P. O. Box 1007, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, log trailers), truck bodies, truck tanks and trailer tanks. George A. Mercer jr., pres. and treas.; Christopher Hammond jr., vice-pres. and gen. mgr.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; J. A. Griner, serv. mgr.; J. C. Cheshire, gen. supt.; C. A. Inglesby, chief engr.; Geo. Mercer III, pur. agt.

STELLO PRODUCTS CO., 704 S. Main, Hutchinson, Kans. Mfg. lubricating equipment. W. R. Charles, sales mgr.

STEMAC CO., 1277 S. Cherokee st., Denver, Colo. Die cast chrome name plates, product identification plates, personalized monograms, plaques. W. E. Stevens and Everett L. McKanna, co-owners.

STEPHENS-PECK, INC., 371 S. W. Temple, Box 1826, Salt Lake City 10, Utah. Publishing "Pecks Title Book." V. E. Peck, pres.; Leo Johnson, Allan Rogers, vice-presidents; A. D. Peck, secy., treas.; Kieth Acord, gen. mgr.

STEPHENSON FDRY. & MFG. CO., J. O., 548 E. Fort st., Detroit 26, Mich. Step draulic, transmission jacks, engine supports, special service tools, On-A-Car, truck, bus and aircraft, static dynamic wheel balancers, wheel adjustment and correction equipment. J. O. Stephenson, pres.; J. H. Hillis, works mgr.; William Larry Hill, sales mgr.

STEVENS MFG. CO., Mount Pleasant, Mich. Grille guard and utility rack. Frank E. Stevens, pres. and sales mgr.; Helen S. Stevens, vice-pres.; Arthur H. Ledbeter, secy.; Luther R. Manning treas.; Duane G. Taylor, works mgr.; William F. Tilton, chief engr.

STEWART TRUCK BODIES, INC., 1785 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Rose Skrill, secy.; Ernest H. Salvi, sales mgr.; S. Henry, adv. and sales prom. mgr.; D. Sills, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers), heaters, heating equipment. J. S. Knowlson, pres.; F. A. Hiter, senior vice-pres.; J. I. Minteer, secy.; Fred Kirch, treas.; Geo. L. Meyer jr., vice-pres.; Gus Treffeisen, sales mgr. (Alemite and auto heater div.); E. N. Robinson, sales mgr. instruments (distribution div.); George Zahn, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; David Peterson, dir. of engrg. & mfg.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traffic mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. mgr.**—H. J. Howerth, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—MacFarland-Aveyard Co., Chicago, Ill. A. B. Dicus, acct. exec.

STOKES TAX CONTROLS, INC., 243 W. 55th st., New York 19, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, editor and gen. mgr.; K. H. Clune, secy., subscrip. mgr. **Adv. Agcy.**—Jack H. Ferrara, Inc., New York, N. Y. Jack Ferrara, acct. exec.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, kotapin polishing machines, turbo blast washing machines, etc. A. L. Barnett, pres. and gen. mgr.; J. M. Tuttle, vice-pres.; L. D. Tuttle, secy., treas.; T. L. Kidd, gen. sales mgr.; Olov Olsson, chief engr.; J. T. Brooks, prod. mgr. **Adv. Agcy.**—J. Neal Ferguson, Dallas, Tex. **Export Dept.**—38 Pearl st., New York 4, N. Y.

STRAN-STEEL DIV. of Great Lakes Steel Corp., Ecorse, Detroit 29, Mich. Quonset buildings, Stran-Steel framing. J. E. Bowen, gen. mgr.; C. B. Gorey, asst. gen. mgr.; J. G. Skaaren, mgr. quonset sales; H. K. Lewis, dir. information bureau; C. F. Craig, adv. mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. W. H. Gage jr., E. W. Brown, acct. execs.

STRELINGER CO., THE CHAS. A., 149 E. Larned st., Detroit 26, Mich. Distributor of machine tools, cutting tools, power transmission equipment, material handling equipment, industrial safety equipment, industrial supplies, grinding wheels, gears, air tools, pipe tools, electric tools. Chas. T. Bush, pres. and gen. mgr.; A. S. Bush, vice-pres.; G. L. Gibson, asst. secy.-treas.; V. Lee Edwards, pur. agt.; D. B. Turner, store mgr.; John N. Failing, sales mgr. (supply div.); Edw. L. Riggs, sales mgr. (machine tool div.); D. C. Henderson, adv. mgr.; W. J. Doherty (general industrial sales div.).

STRICK CO., Whitaker at Godfrey, Philadelphia 24, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, vice-pres. and treas.; Frank E. Gordon, vice-pres.; Maida Gordon, secy.; Frank Padwick, plant supt.; Herbert Gross, sales mgr.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, chief engr.

STRICKLAND MFG. CO., INC., 788 Broadway, Macon, Ga. Auto window garnish mold covers. H. L. Strickland, pres.; H. F. Strickland, secy. and treas.

STROMBERG TIME CORP., 109 Lafayette st., New York 61, N. Y. Time recorders, time stamps, clock systems, clocks, program instruments. A. J. Wilson, pres.; D. H. Walcott, vice-pres., gen. mgr.; A. E. Jackson, adv. mgr., sales prom. mgr. **Det. Rep.**—W. J. Spencer, 2832 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.**—Harry Berk, New York, N. Y.

STUDEBAKER CORP., 635 S. Main st., South Bend 27, Ind. Automobiles and trucks. Harold S. Vance, chmn. of the board and pres.; P. O. Peterson, exec. vice-pres. in chge. of prod.; K. B. Elliott, exec. vice-pres. in chge. of sales; S. W. Sparrow, vice-pres. in chge. of engrg.; C. K. Whittaker, vice-pres. in chge. of Pacific div.; E. C. Mendler, vice-pres. in chge. of parts and access. div.; R. A. Hutchinson, vice-pres. in chge. of Export div.; Paul M. Clark, secy.; E. E. Richards, treas.; A. J. Porta, compt.; George Westphal, gen. supt.; Paul R. Davis, gen. sales mgr.; T. F. Laughlin, asst. gen. sales mgr.; Courtney Johnson, asst. to the pres.; R. G. Hudson, mgr. of truck div. and dir. of natl. accts.; C. F. Watson, sales prom. mgr.; R. B. Bender, gen. serv. mgr.; W. R. Walton, dir. of pub. rel.; John Soelch, dir. of pur.; C. M. Mitchell, asst. pur. agt.; J. J. Crimmins, traffic mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Chicago, Ill. J. P. Roche, acct. exec.

STUDEBAKER MACHINE CO., 1221 S. Ninth ave., Maywood, Ill. Hydraulic presses and vises. Ward E. Guest, pres. and gen. mgr.; R. Hudgins, works mgr.; Chris Tonne, adv. mgr.; W. W. Yaschenko, chief engr. **Det. Rep.**—Kilpatrick & Martin, 616 Pallister ave. **Adv. Agcy.**—Jacobsen & Tonne, Chicago, Ill.

SUN ELECTRIC CORP., Administrative Office and Electronic Div., 6323 Avondale ave., Chicago 31, Ill.; also Industrial Div. Plant located in Bellwood, Ill. Scientific automobile engine diagnosis equipment; diagnosis departmental background, complete motor, distributor, generator regulator, starter, speedometer, combustion, coil, condenser, vacuum, volts ampere, and battery starter testers. Power timing lights 6, 12 and 24 volts, battery chargers, generator regulator testers, oil pressure testers, alternator testers, electric tachometers and a full line of specially designed and engineered automotive electrical test equipment built to order for civilian, military and production purposes. O. L. Rhoades, pres. and gen. mgr.; R. R. Malik, exec. vice-pres.; R. F. Christopher, vice-pres. and dir. of export sales div.; J. P. McCabe, vice-pres., dir. of factory sales serv. div.; W. W. Squier, vice-pres., dir. of educational training div.; E. A. Lair, vice-pres., dir. of instrument tachometer div.; J. A. Doyle, vice-pres., dir. of military products div.; V. C. Westberg, vice-pres. in chge. of engineering and research; H. M. Coffman, secy. and treas.; R. A. Bland, Eastern Region sales mgr.; H. M. Lynch, Western Region sales mgr.; J. M. Wagner, Central Region sales mgr.; G. Cleveland, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, pub. rel. mgr. Branches and technical training centers in 16 cities. **Adv. Agcy.**—Van Auken, Ragland & Stevens, 326 W. Madison st., Chicago 6, Ill.

SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Gasoline, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres.; Clarence H. Thayer, vice-pres.; Frank R. Markley, vice-pres.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; H. W. Unruh, asst. secy. and asst. treas.; H. O. Cameron, asst. secy.; Joiner Cartwright, asst. secy.; S. M. Gladney, asst. secy.; W. W. Wright, gen. sales mgr.; Storrs J. Case, adv. mgr.; Palmer D. McKay, asst. adv. mgr. for motor products; Laurens H. Fritz, asst. adv. mgr. for indust. products; Paul D. Barton, chief engr., mfg. engr.; Raymond H. Anders, dir. of pur.; Roy A. Hurst, asst. pur. dir.; Thomas G. Rabbitt, gen. traffic mgr.; Franklyn Waltman, dir. of pub. rel. **Det. Rep.**—Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.**—Hewitt, Ogilvy, Benson & Mather, Inc., New York, N. Y.

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin-fitting machines, cylinder hones, rod aligners, portable crankshaft grinders, bearing sizers, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; N. H. Hale, adv. mgr.; R. S. Nichols, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

SUPERIOR BRASS WORKS, 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. J. M. Burke, pres. and gen. mgr.; F. M. Klump, vice-pres.; C. W. Thurmes, secy., treas.; Peter Costa, works mgr.

(Continued on Page 218)

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Who's Who in Auto Industry

(Continued from Page 217)

SUPERIOR COACH CORP., Lima, O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, vice-pres. and treas.; H. W. Potter, vice-pres., sales; P. O. Krough, vice-pres., mfg.; G. L. Runkle, vice-pres., engrg.; R. D. Johns, dir. of materials div.; C. D. Shields, mgr. school coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. of foreign sales; D. G. Russell, mgr. adv. div.; W. R. Roush, mgr. sales prom. div.; T. J. Davidson, mgr. service div.; R. E. Hunt, pur. agt.; W. D. Stewart, compt. **Adv. Agcy.** — Howard Swink Adv. Agcy., Marion, O. John Plank, acct. exec.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; E. J. Reardon, vice-pres.; E. A. Carlson, secy.; R. P. Fierst, treas.; W. B. Holt, works mgr.; Wm. M. Cowles, vice-pres. chge. of sales; W. G. Blume, F. K. Myers, F. L. Fox, asst. sales mgrs.; K. W. Grube, chief engr.; Paul W. Pheneger, pur. agt.; Robt. H. Holt, traffic mgr.; P. R. McMahon, pub. rel. mgr. **Det. Rep.**—L. D. Walters, 626 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—Walker & Downing, 526 Oliver Bldg., Pittsburgh 22, Pa.

SUPERSITE CORP., 384 Canal Place, New York 51. Mirrors, penetrating and motor tuneup fluids. William Berk, pres.; J. I. Berk, vice-pres., adv. and sales mgr.; R. B. Berk, secy.; Harvy Coe, works mgr. **Det. Rep.**—Charles Schuler. **Adv. Agcy.**—Morris Helfman, New York.

SUSQUEHANNA MILLS, INC., 404 Fourth ave., New York 16, N. Y. Auto seat cover fabrics. G. H. Conze, pres.; F. Kloeckener, vice-pres.; P. H. Conze, vice-pres., synthetic and plastics; S. E. Newbold, vice-pres., worsted; Wm. J. McDonald, secy. and treas.; W. A. Kerstetter, works mgr. **Adv. Agcy.**—(automotive fabrics only)—MacManus, John & Adams, Detroit, Mich. Fred J. Hatch, acct. exec.

SWACO PRODUCTS CORP., 204-08 Jamaica ave., Hollis 23, N. Y. Whitewall tire cleaner, car wash, hand cleaners. S. Woursell, pres. and works mgr.; J. D. Federbusch, vice-pres. and sales mgr.; F. Klemm, secy. **Det. Rep.**—J. D. Federbusch, 160 S. Gulley rd., Inkster, Mich.

SWEET CO., H. C., 12083 Woodbine ave., Detroit 28, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres.; Herbert O. Bailey, sales mgr. **Adv. Agcy.**—Tech Ad., Detroit, Mich.

SWIFT ALL-STEEL BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All-steel truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres., treas.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; W. H. McGraw, sales mgr.; Henry Pawlick, asst. to pres., traffic mgr. and pur. agt. **Det. Rep.**—W. H. McGraw, 3020 E. Grand blvd., Detroit. **Adv. Agcy.** — Bradford-LaRiviera, Inc., 205 N. Jefferson, Saginaw, Mich.

SWIFT MANUFACTURING CO., Columbus, Ga. Woven plastic seat cover material, fiber seat cover material, cotton trim cloth, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Paul K. McKenney jr., vice-pres. and sales mgr.; M. W. Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; H. A. Fuller, treas.; E. A. Bentley, supt.; Seat Cover Sales Division: M. W. Andrews, vice-pres.; L. R. Prator. **Adv. Agcy.**—Tucker Wayne & Co., Atlanta, Ga. Carolyn Harris, acct. exec.

SYRACUSE GAUGE MFG. CORP., 113 S. Midler ave., Syracuse 6, N. Y. Tire pressure gauges, fire alarm devices. Robert B. Collins, pres. and treas.; M. H. Collins, vice-pres.; M. Koplovitz, secy.; Richard F. Edwards, gen. mgr.; Francis O. Scherr, works mgr.; R. B. Collins, sales mgr. **Det. Rep.**—Raybern W. Davis, 16842 Warwick rd.

T

TALBOT'S AUTOMOBILE INVENTORY SERVICE, 124 S. Woodward ave., Birmingham, Mich. (a suburb of Detroit). Parts and accessories inventories for any car manufacturer's dealers—"Buy and Sell" specialists. Inventories of shop tools and equipment and office furniture and fixtures taken. F. W. (Bill) Talbot, owner.

TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating, recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; H. J. Noble, exec. vice-pres. and treas.; R. C. Mertz, secy.; W. M. Griffith, com'l sales mgr.; A. J. Fleig, indus. sales mgr.; Frank S. Ward, gen. sales mgr.; E. C. J. Purton, asst. com'l sales mgr.; W. W. Lockwood, adv. mgr.; C. S. Conner, asst. adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; K. H. Hubbard, chief engr.; C. D. Hart, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traffic mgr.; W. Corwin, pub. rel. mgr. **Det. Rep.**—Coon DeVisser Co., 2051 W. Lafayette blvd. **Adv. Agcy.**—Batten, Barten, Durstine & Osborne, Inc., Buffalo, N. Y. Champion Titus, acct. exec.

TECHNICAL TAPE CORP., W. 177th st., and Harlem river, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, masker, vinelectric tape. Paul Cohen, pres., treas.; Jerome F. Cohen, vice-pres., secy.; Charles Katz, vice-pres., asst. gen. mgr.; Marc L. Lawson, vice-pres., dir. of sales; Theodore Laux, vice-pres., field sales; Thomas Taverna, vice-pres., production; Irwin Dean, asst. pur. agt.; Louis S. Heyman, bus. mgt. dir.; Edward Mafia, traffic mgr. **Det. Rep.**—Bill Dougherty, 6432 Cass ave.

TECHNICAL TEXTILE CO., 4640 Large st., Philadelpiha 24, Pa. Plastic cloth for seat covers. Morris Davidson, pres.; Joe Kling, gen. mgr.

TEMPLETON, INC., J. T., 6432 Cass ave., Detroit, Mich. Manufacturers and sales for Calibromatic breaker plate. National sales for Pickwick Co. spring boosters. J. T. Templeton, pres. **Adv. Agcy.**—Holden, Clifford & Flint, 16180 Wyoming, Detroit, Mich. Robert LeRue, acct. exec.

TEXAS CO., 135 E. 42nd st., New York 17, N. Y. Petroleum products. W. S. S. Rodgers, chmn. of bd.; Harry T. Klein, pres.; J. S. Leach, A. C. Long, exec. vice-presidents; O. J. Dorwin, vice-pres. and gen. coun.; M. Halpern, B. E. Hull, R. Ogarrio, C. E. Olmsted, R. L. Saunders, Torrey H. Webb, R. F. Baker, L. H. Lindeman, G. R. Bryant, J. T. Wood jr., A. N. Lilley, A. M. Ottignon, J. H. Pipkin, vice-presidents; R. Fisher, treas.; W. G. Elicker, secy.; E. C. Breeding, compt.

TEXELENT CORP., 206 Amsterdam ave., New York 23, N. Y. Automotive seat covers. Harry A. Sallop, pres. and sales mgr.; Herbert A. Sallop, vice-pres. and adv. mgr. **Adv. Agcy.**—J. H. Behr, Cincinnati, O.

TEXTILEATHER CORP., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, panel boards, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippman, pres.; G. H. McGreevy, vice-pres. in chge. of sales; deF. Lott, vice-pres. in chge. of mfg.; W. F. Webb, secy., treas.; J. S. Mather jr., gen. sales mgr.; Howard Emery, asst. gen. sales mgr.; Stanley Sexton, asst. sales mgr.; W. A. Schumacher, pur. agt.; D. A. Davis, asst.; W. Pollitt, chief engr.; R. E. Deitemeyer, traffic mgr. **Det. Rep.** — Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Moore and Bellows, Secor Hotel, Toledo, O. Clyde Sussex, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, fan belts, car heater hose, automobile carpeting, industrial hose, belting. F. E. Schluter, pres.; Lester Cox, vice-pres.; R. H. Temple, treas.; J. A. Lafferty, secy.; L. C. Ward, compt.; G. S. Lamson, vice-pres., mgr. replacement div.; Carl Schell, vice-pres., chief engr.; D. A. Fruland, pur. agt.; Ward Mount, traffic mgr. **Det. Reps.**—D. H. Andrews, R. N. Wise and E. Kary, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa. M. E. Goldman, acct. exec.

THEXTON MFG. CO., 1313 Winter st., Minneapolis 13, Minn. Piston expanders, tuning bolts, gas line repair fittings, oil regulators, lock ring spacers, firing indicators, valve plungers, starter terminal repair stud. Glen J. Worel, pres. and gen. mgr.; James W. Worel, vice-pres., sales and adv. mgr.; Daireld F. Paine, secy.; Kingsley Day, treas. **Adv. Agcy.**—Olmsted & Foley, Minneapolis, Minn.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive and aircraft parts. F. C. Crawford, pres.; J. D. Wright, vice-pres. and gen. mgr.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres.; J. H. Coolidge, vice-pres. and treas.; R. S. Livingstone, vice-pres. per.; L. W. Reeves, vice-pres., sp. prod. div.; H. D. Bubb, vice-pres., Tapco plant; W. H. Chamberlain, secy.; E. F. Gibian, chge. ind. eng.; G. R. Moore, mgr. valve div.; J. B. Gates, sales mgr. valve div.; Phil Somerlad (service div.), sales mgr.; E. T. Syvertsen, gen. mgr. (service div.); E. P. Riley, mgr. accessories div.; F. R. Witt, adv. mgr.; K. M. Bartlett, dir. of research and mgr. metallurgical prod. div.; G. N. Hackett, pur. agt.; R. Bosch, pur. agt., Tapco plant; L. C. Schmetzer, traffic mgr. **Det. Rep.**—Ralph Minke, Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Gridwold-Eshleman Co., Cleveland, O. S. K. Beetham, acct. exec. **Adv. Agcy. for Tapco plant**—Meldrum & Fewsmith.

TIDE WATER ASSOCIATED OIL CO., 17 Battery pl., New York 4, N. Y. Gasoline, motor oils, gear and chassis lubes. W. H. Humphrey, pres.; B. I. Graves, vice-pres.; W. J. Burker, secy.; K. R. Hankinson, treas.; E. F. McCabe, gen. sales mgr.; W. S. Whelan, R. D. Rogers, D. E. Hoffman, F. D. MacEachern, asst. gen. sales mgrs.; F. L. Frost, adv. mgr.; A. R. Senftleben, sales trng. and prom. mgr.; Arthur Jungdahl, pur. agt.

TILLOTSON MFG. CO., 761-769 Berdan ave., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bones, secy. and treas.; H. R. Schausten, gen. mgr.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; C. Grau, traffic mgr.

TIMBERLOCK CORP., 1801 W. "B" st., Hastings, Neb. Truck bodies, wagon boxes and truck dump hoists. F. E. Marsh, pres. and gen. mgr.; Jack Binderup, vice-pres.; Harry Knapp jr., secy. and treas.; Irl Anspach, wks. mgr.

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TIMKEN ROLLER BEARING CO., Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; R. C. Brower, secy. and treas.; W. B. Moore, vice-pres.; P. J. Reeves, dir. of sales; R. M. Riblet, chief engr.; D. A. Bessmer, asst. to pres.; I. R. Wagner, traffic mgr.; S. T. Salvage, adv. mgr. **Det. Rep.**—E. W. Austin, 3107 W. Grand blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Cleveland, O. Elmore Haring, acct. exec.

TIMME & SONS, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics. William E. Roschen, pres.; Ellis Leach, vice-pres. and gen. mgr.; William Van Schalscha.

(Continued on Page 219)

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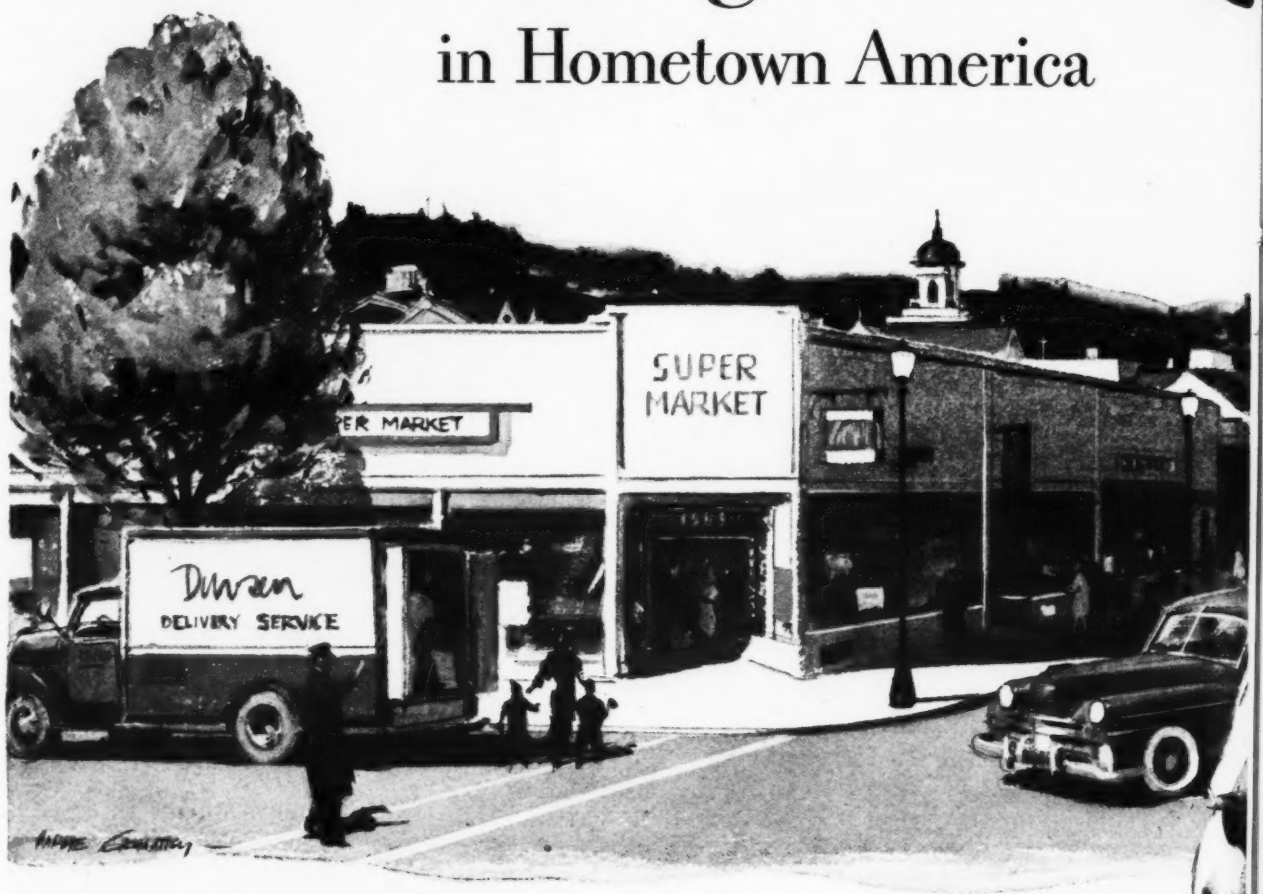

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Who's Who in Auto Industry

(Continued from Page 218)

vice-pres. **Det. Rep.**—William J. Ulrich, 732 Fisher bldg., Detroit 2.

TINIT MFG. CO., INC., 1635-39 Platte st., Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres., sales prom. mgr.; E. M. Olsen, secy., treas.; David M. Vaughan, adv. mgr. **Adv. Agcy.**—David M. Vaughan, P. O. Box 284, Denver, Colo.

TITEFLEX, INC., 500 Frelinghuysen ave., Newark 5, N. J. Passenger car, truck and bus lines; automotive replacement lines; expansion-type bellows; gas and oil filter lines (flexible all metal hose); radio ignition shielding; flexible waveguides; industrial filters; Titeflex electrical connector. Elbert E. Husted, pres.; Henry S. Elder, vice-pres.; J. McBean, treas.; G. J. Wygant, gen. sales mgr.; E. E. Husted, III, assist. gen. sales mgr.; John J. Phillips, chief engr.; T. McKeown, pur. agt.; W. Pitcairn, adv. mgr. **Det. Rep.**—Don A. Noble, 5-210 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—J. F. Arndt & Co., Inc., Fidelity-Philadelphia Trust bldg., Philadelphia 9, Pa. William Frazier, acct. exec.

TOBIN-ARP MFG. C., 2845 Harriet ave., Minneapolis 8, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine. E. A. Arp, pres. and chief engr.; H. S. Kedney, exec. vice-pres., treas and gen. mgr.; Arnold W. Larson, vice-pres., sales and serv.; Jack M. Taylor, secy. and compt.; Harold A. Johnson, prod. mgr. **Adv. Agcy.**—E. W. Sann & Assoc., Minneapolis, Minn.

TOKHEIM OIL TANK AND PUMP CO., 1602 Wabash ave., Fort Wayne 1, Ind. Service station pumps and accessories, hand pumps, power pumps and portable air compressors. E. S. Higgenbotham, pres.; J. M. Huguenard, vice-pres.; D. Cunningham, secy.; H. J. Mannoser, treas.; Wm. Louthan, serv. mgr.; Otto Scheurer, chief engr.; J. R. Laughlin, pur. agt.; Ralph Blue, traffic mgr. **Det. District Mgr.**—H. B. Gavigan. **Det. Rep.** Earl Parrish, 8-168 General Motors bldg. **Adv. Agcy.**—Jones & Taylor and Assoc., South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., 3300 Summit st., Toledo 11, O. Motor and chassis replacment parts. C. L. Kahlert, mgr.; H. M. Brown, secy. and treas.; H. K. Lang, sales mgr.; F. A. Fritz, H. S. Riley, div. sales mgrs.; R. M. Schoonover, adv. mgr.; R. L. Allen, serv. engr. mgr.; R. Colvin, pur. agt.; H. Glasper, traffic mgr. **Det. Rep.**—K. F. Tremmel. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Chicago, Ill.

TONE MFG. CO., 710 Monroe ave., N.W., Grand Rapids 2, Mich. Auto Polish and Cleaner, Fish-Eye Killer. Frank M. Curran, pres.; Henry C. Geen, vice-pres. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

TOPPER EQUIPMENT CO., 24-36 Main st., Matawan, N. J. Degreasing solvents, vapor degreasers, parts cleaners, steam cleaners. Melville Morris, pres. and treas.; Carl T. Morris, vice-pres.; Jerome Scherzer, asst. secy.; Albert DeLoskey, wks. mgr.; Donald Beach, sales mgr.; Irwin L. Lans, serv. mgr.; Kenneth Hirtle, chief engr.; Albert Hindle, pur. agt.; Lawrence Bucco, traffic mgr. **Det. Rep.**—Jack Lawson, 400 Midland ave., Detroit 3. **Adv. Agcy.**—Mercready, Handy & Van Den Burgh, Newark, N. J. Herb Mercready, acct. exec.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown and grey, hand cleaners, rubbing and buffing compounds, bug and rust removers, and garage floor cleaners. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, works mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

TORQUE MFG. CORP., 5239 Tillman ave., Detroit 8, Mich. Teddy Torque line of replacement universal joints, journal assemblies and repair kits. Eli Levine, pres., sales mgr.; Henry Borgman, vice-pres.; A. E. Levine, secy.; Aaron Friedman, chief engr.

TORRINGTON CO., Field st., Torrington, Conn. Torrington needle bearings. L. J. Ross, pres.; W. C. Thompson, vice-pres., chge. of sales; W. W. Bielock, secy., asst. gen. sales mgr.; F. A. Pearce, treas.; M. E. Berglund, vice-pres., mfg. and wks. mgr.; Edward B. Thompson, sales mgr. (bearings); D. E. Lewis, asst. sales mgr (bearings); W. J. St. Onge, adv. mgr.; B. T. Virtue, chief engr.; W. G. Cruess, pur. agt.; F. W. Sanders, W. V. Viering, assts. **Det. Rep.**—E. J. Kleist, 16881 James Couzens hwy. **Adv. Agcy.**—Hazard Adv. Co., 295 Madison ave. at 41st st., New York 17, N. Y. John Lucas, acct. exec.

TOW BAR SALES CO., 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags, safety chains, parts, etc. Jack: Combination transmission and differential for trucks and autos. Ann Goldfinger, secy., sales mgr.; Ben Goldberg, gen. mgr., pur. agt.

TRAILMOBILE, INC., 31st and Robertson aves., Cincinnati 9, O. Truck trailers. George M. Bunker, pres.; W. A. Burns jr., vice-pres., sales; J. J. Black, chief engr.; L. R. Everhard, secy.; J. B. Wharton jr., vice-pres. and treas.; S. E. Biggs, gen. mgr. mfg.; E. W. Barnekoff, serv. mgr.; Neil McCracken, pur. agt.; E. J. Hobold, traffic mgr.; Paul W. Heasley, compt. **Det. Rep.**—Trailmobile Co., Central ave. and St. John st., Detroit.

TRAINOR NATIONAL SPRING CO., 700 N. Main st., New Castle, Ind. Flat leaf chassis springs, special shapes of flat and round stock. Felix R. Trainor, pres. and gen. mgr.; Mrs. F. J. Trainor (inactive), vice-pres.; C. A. Trainor, secy., treas.; Alva E. Carver, works mgr.; M. J. Hartzell, sales and adv. mgr.; H. E. Lonabaugh, pur. agt.; Gerald Bowman, traffic mgr.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traffic mgr.; R. E. Hess, works mgr. (forging); Ed. Glauser, gen. supt. (stamping); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); G. E. Williams, chief engr. (forging); Ford Hoffman, chief engr. (stamping). **Det. Reps.**—J. C. Dahlinger (forging), 1128 Fisher bldg. and J. F. Bell (stamping), 501 Curtiss bldg., Detroit. **Adv. Agcy.**—The Lee Donnelley Co. (forging), 734 Union Commerce bldg., Cleveland, O. Wearstler Adv., Inc. (stamping), 819 Home Savings & Loan bldg., Youngstown 3, O.

TREGLOWN CO., INC., 137 South ave., Fanwood, N. J. Piston sealing compound, oil additive-solvents, cold solder materials. George C. Treglown, pres. and treas.; Raymond C. Bouquio, vice-pres. and secy.; Walter J. McMorrow, gen. mgr.

TRIANGLE JACK., INC., THE, 1208 S. Washington, Wichita 9, Kan. Chain jack for all automobiles, triangle safety jack, triangle safety jack—FS model, heavy duty, Ser-Vis-All wheel dollie, JEM sump shovels. T. R. Breed, pres. and gen. mgr.; Frank Elmore, vice-pres.; E. L. Herzer, secy.; Dwight McIntyre, wks. mgr., chief engr.; S. Paulsen, asst. sales mgr., pur. agt.; Paul Lago, adv. mgr.; Alvis Carpenter, serv. mgr.; M. Morsman, bus. mgt. dir. **Det. Rep.**—W. G. Kinmont, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.** — Lago & Whitefield, Wichita, Kans.

TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, automatic windshield washers, vacuum fans, Lift-O-Matic vacuum-operated window controls, Micro-Chek, precision gages, vacuum horns, vacuum storage tanks (for wipers). J. R. Olshei, pres.; Rupert Warren, vice-pres.; G. Z. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Baldwin Bowers & Strachan, Buffalo, N. Y.

TRINDL PRODUCTS, LTD., 13 E. 23rd st., Chicago 16, Ill. Industrial arc welders and limited imput type farm welders, twin carbon arc torches, welding accessories. Joseph H. Trindl, pres., treas., gen. mgr.; John C. Trindl, secy.; Joseph H. Trindl jr., asst. gen. mgr.; Wm. J. Jonas, sls., adv., sls. prom. mgr. H. V. Fixmer, pur. agt. **Adv. Agcy.**—Henke and Assoc., Chicago, Ill. H. Henke, acct. exec.

TRIPPE MFG. CO., 609 W. Lake st., Chicago 6, Ill. Fog lights, driving lights, spotlights, police and ambulance flashing lights, infra-red dryers (portable), cooling system cleaners. G. Trippe, pres.; S. H. Moss, secy.; R. C. Carpenter, pur. agt. **Adv. Agcy.**—J. L. Stewart Agency, Chicago, Ill. J. L. Stewart, acct. exec.

TROY BLANKET MILLS, 16 East 34th st., New York City 16, N. Y. Luggage Compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres, pur. agt. and wks. mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traffic mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.**—Alley and Richards, New York, N. Y. Chas. Holcomb, acct. exec.

TRUCK EQUIPMENT CO., INC., 1791 Fillmore ave., Buffalo 14, N. Y. Truxmore third axles, gravity spring suspensions, Teco steel dump bodies. E. R. Boeck, pres., gen. mgr.; H. H. Weber, vice-pres., sales and adv. mgr.; P. D. Boeck, secy.; E. J. Boeck, treas., works mgr., chief engr.; George Bamberg, serv. mgr.; H. E. Wunderle, parts and acct. mgr.; E. H. Zittel, H. P. Hoefner, pur. agts. **Det. Rep.**—Knorr-Maynard Co., Inc., 5743 Woodward ave., Detroit.

TRUCKSTELL MFG. CO., Union Commerce bldg., Cleveland 14, O. Tandem drive axle units, trailing third axle units, auxiliary transmissions. National distributors McCabe-Powers Service-Master bodies, Nash bumpers, Clark 5-speed transmissions and Wakeman trailer stabilizers. John Groenier, chmn. of bd.; D. W. Meyer, pres.; C. A. Bieber, W. L. Blaul, J. D. Maynard, vice-presidents; F. J. Hessler, secy.-treas.; J. M. Brown, Eastern sls. mgr.; R. L. Page, Western sls. mgr. Manufacturing plant, Townsend, Mass.: Wm. Reilly, mgr.; G. E. Peterson, pur. agt.; Willard Johnson, engr. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O.

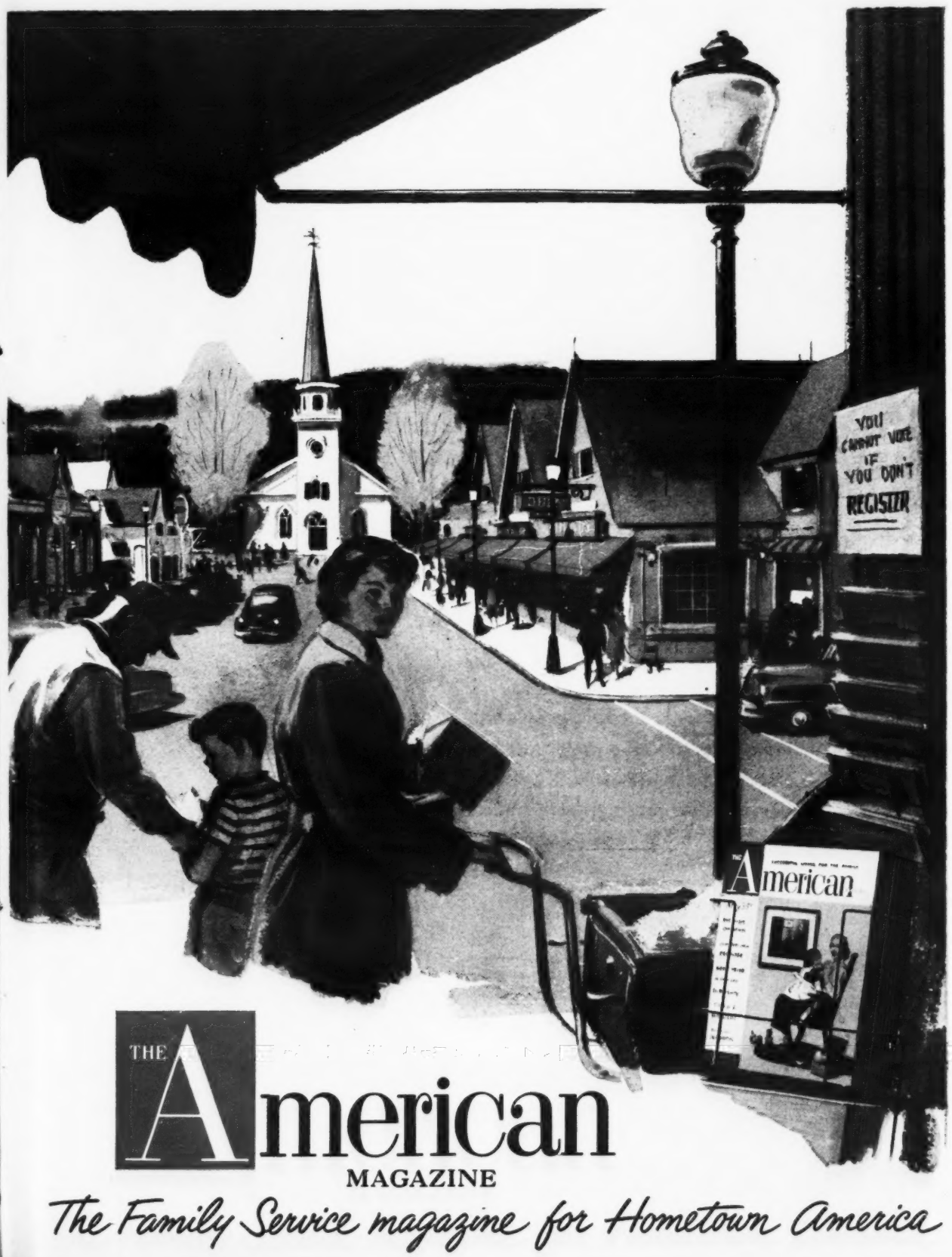
TRUSCON STEEL CO., Pressed Steel Div., 6100 Truscon ave., Cleveland 4, O. Automotive frame parts, axle housings, steel stampings (heavy and light gauge), foundry flasks, material handling equipment. C. M. White, pres.; W. V. Peters, vice-pres.; A. C. Ruihle, secy.-treas.; A. J. Gentholts, vice-pres.; F. R. Schaefer, gen. mgr.; R. H. Thomas, wks. mgr.; Paul L. Callahan, adv. mgr.; W. M. Whalen, gen. sls. mgr.; T. A. Sindelar, cf. engr.; J. W. Lowry, pur. agt.; W. H. Gorman, traf. mgr. **Det. Rep.**—T. G. Watkins, Truscon Steel Co., 615 Wayne st., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. C. A. Kroening, acct. exec.

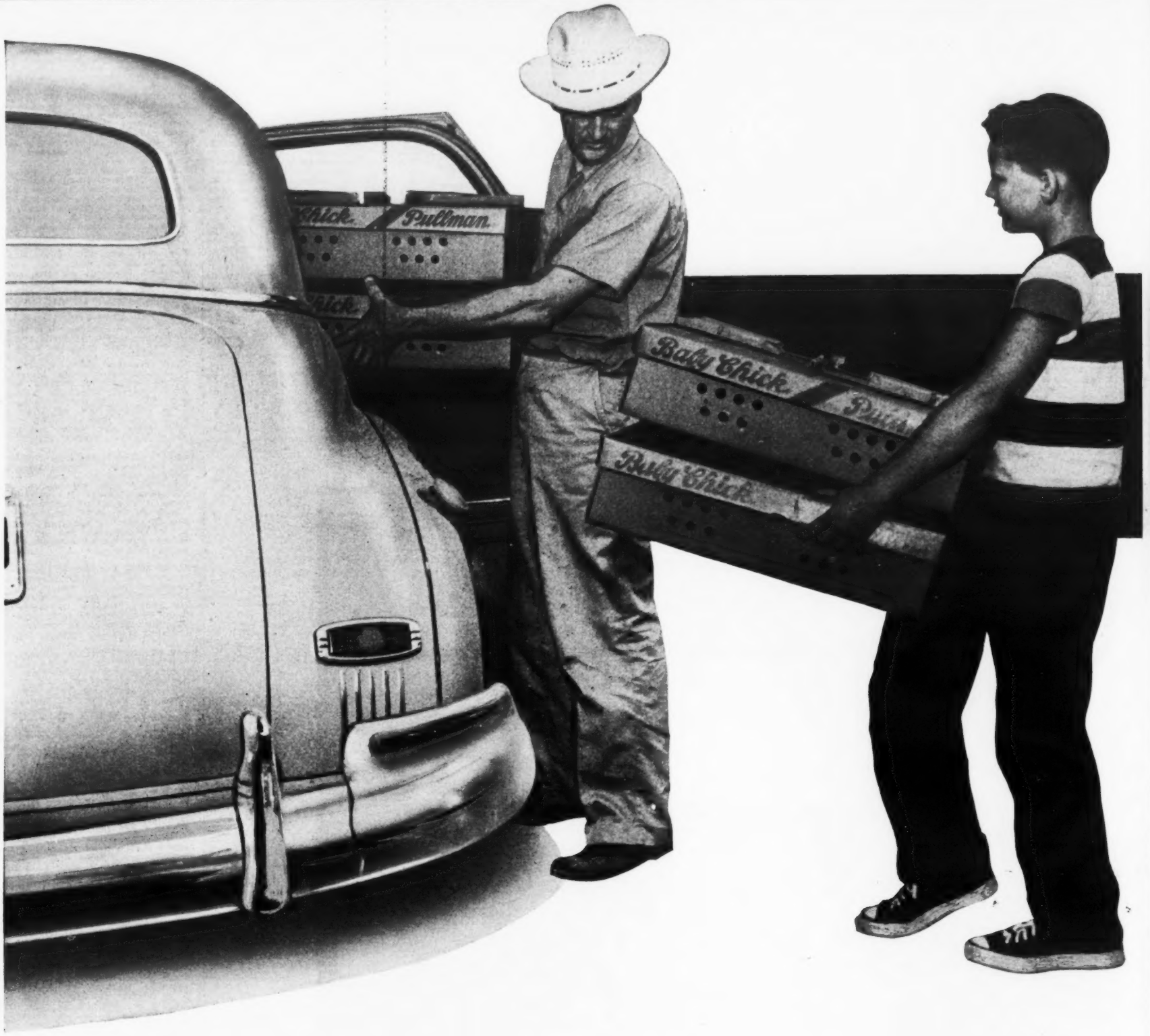
TUMBLER, J. A. LABORATORIES, INC., 423 S. Hanover st., Baltimore 1, Md. Automotive chemical specialties. J. A. Tumbler, pres.; H. E. Tumbler, secy.-treas.; M. L. Cursey, bus. mgt. dir., pur. agt.; E. E. Gentile, traffic mgr.

TUNG-SOL ELECTRIC, INC., 95 Eighth ave., Newark 4, N. J. Automobile lamps, all glass sealed beam lamps, signal flashers, electron tubes. H. W. Harper, chmn. of bd.; Louis Rieben, pres.; R. E. Carlson, D. A. Harper, M. R. Schulte, J. E. Witbeck, A. K. Wright, vice-presidents; H. M. Darling, vice-pres., treas.; George Keown, gen. sls. mgr.; P. R. Dawson (renewal sales), Harold F. Cook, adv., sls. prom. mgr.; R. M. Andrews jr., asst. adv. mgr.; R. K. Braunsdorff, cf. engr. (lamp div.); E. P. Garrettson, dir. of pur. **Det. Rep.**—C. A. Morse (initial eqpt.), J. N. Hoover (renewal sales), 5-150 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 570 Lexington ave., New York, N. Y. E. M. Freystadt, acct. exec.

TURCO PRODUCTS, INC., 6135 S. Central ave., Los Angeles, Calif. S. G. Thornbury, pres.; Lulu D. Robertson, vice-pres., treas.; D. M. LeVasseur, secy.; D. T. Buist, sls. mgr.; S. B. Dyne, adm. asst. to sls.; D. Miller, sls. coordinator; F. E. Warnes, adv., sls. prom.; R. B. Butler, asst.; A. H. Dekker, pur. agt.; Don Eckroad, asst. pur. agt. **Det. Rep.**

(Continued on Page 222)





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Who's Who in Auto Industry

(Continued from Page 219)

A. K. Beard (div. mgr.), Chicago. **Adv. Agcy.**—Ruthrauff & Ryan, Los Angeles, Calif.

TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, gen. sls. mgr.; R. C. Turk, prod. mgr.; J. W. Nalis, vice-pres.; R. H. Fiedler, pur. agt. **Adv. Agcy.**—Hopcraft Keller, Detroit, Mich.

TUTHILL SPRING CO., 760 W. Polk st., Chicago 7, Ill. Leaf springs, spring harrow teeth, implement parts, highway guard rail. H. T. Moore, pres., sls. mgr.; W. S. Van Bergen, vice-pres.; L. E. Tuthill, secy.; S. M. Ziolko, treas.; Dan Strack, cf. engr.; R. L. Venning, pur. agt.; F. A. Maggio, traf. mgr.

TWITCHELL, INC., E. W., 3rd and Somerset sts., Philadelphia 33, Pa. Fibre fabrics for seat covers, headlinings, door panels and truck linings, Textilene Saran fabrics, Textilene welting cords. E. W. Twitchell, pres.; Geo. C. Needham, vice-pres. and compt.; W. S. Bradford, vice-pres. and gen. mgr.; D. B. Pitman (fabrics), D. N. Harney (cords), sales mgrs.; J. P. Wark, pur. agt.

TYER RUBBER CO., Andover, Mass. Moulded and extruded industrial rubber products, rubber and canvas footwear, rubber roll coverings. Hugh Bullock, pres.; G. K. Rutherford, secy.; W. E. Brimer, treas., gen. mgr.; K. C. Bevan, wks. mgr.; C. M. Lamb, sales mgr.; Chas. B. Whiteside, pur. agt.; B. F. Dane, traffic mgr. **Det. Rep.**—D. A. Greene Sales Co., 6-254 General Motors bldg., Detroit 2, Mich.

TYSON BEARING CORP., Massillon, O. Tapered roller bearings. H. I. Lewis, pres.; W. S. Mahoney, vice-pres., chge. opr.; G. W. Kaylor, asst. secy.; Philip Sutherland, treas., dir. of pur.; George M. Lange, sls. mgr.; Ivan C. Mann, asst. sls. mgr.; J. E. Zuber, cf. engr. **Det. Off.**—901 Fisher bldg., Detroit 2, Mich. Wyandotte Industrial sales, Wyandotte, Mich. (replacement bearings).

U

U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. George C. Lees, pres., gen. mgr.; E. D. Gudebrod, vice- pres.; George M. Longaker, secy.; L. E. Orgill, treas., works mgr., pur. agt.; Arnold Watson, sales and adv. mgr.; William T. Beaver, chief engr. **Adv. Agcy.**—Sanders & Thomas, Pottstown, Pa.

U. S. CHEMICAL & SUPPLY CO., 918 E. 5th st., Kansas City 6, Mo. Z-4 automotive chemicals; safety hoist and handler. O. L. Blanchard, pres.; Paul C. Burandt, exec. vice-pres.; Alfred Blasco, secy.-treas.; L. F. McDaniel, sales mgr.; M. M. Wedge, office mgr.; Marvin Ford, works mgr.

U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers Products Corp., 60 E. 42nd st., New York 17, N. Y. Industrial alcohol, resins, industrial chemicals, antifreeze, insecticides, essential oils, aromatic chemicals. W. P. Marsh jr., pres.; Ward O. Griffen, prod. vice-pres.; Lee A. Keane, sales vice-pres.; Bracebridge H. Young, vice-pres.; Lawrence W. Bass, research and development vice-pres.; Thomas H. Casson, vice-pres.; A. E. Tongue, adv. mgr.; W. W. Newell, asst.; John Bohnlofink, chef engr. **Det. Rep.**—F. M. Henley, 1448 Wabash ave. **Adv. Agcy.**—Geyer, Newell & Ganger, Inc., New York 22, N. Y. Wm. Mason, acct. exec.

U. S. THERMO CONTROL CO., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres. and gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kolbo, asst. sales mgr.; V. W. Snyder, serv. mgr.; Fred M. Jones, chief engr.; Miles Harvey, pur. agt.; E. J. Brown, parts mgr.

U. S. WASHMOBILE CORP., 352 N. Foothill rd., Beverley Hills, Calif. Auto washing equipment. Oscar Salenger, pres.; David Fisher, vice-pres., gen. mgr.; Muri L. Smith, sales mgr.; J. Hood jr., field co-ordinator; James Vani, chief engr.; Al Malpede, pur. agt.; Bernard Malter, mgr. chemical div.; Ray Verdugo, serv. and parts; M. L. Bastient, traffic mgr. **Det. Rep.**—C. E. Kirk, 204 Schaefer bldg., Dearborn, Mich.

UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich.; Plating equipment and supplies. L. K. Lindahl, pres.; C. H. Reeme, vice-pres., treas.; L. V. Nagle, vice-pres., sales mgr.; H. S. Maynard, secy.; R. C. Trees, adv. mgr.; J. V. Davis, chief engr.; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.**—Grant Advertising, Inc., Detroit 26, Mich.

UNDERWOOD CORP., One Park Ave., New York 16, N. Y. Typewriters, adding-figuring machines, accounting machines, carbon papers, ribbons and supplies. L. C. Stowell, pres.; W. F. Arnold, vice-pres. and gen. sales mgr.; G. A. Werner jr., secy.; F. D. Lehn, treas.; C. H. W. Ruprecht, adv. mgr.; Andrew Cerruti, asst. adv. mgr.; W. H. Shepler, serv. mgr.; W. J. Evert, pur. agt. **Det. Rep.**—W. J. Modrack, Underwood Corp., Park Avenue Bldg., Detroit 26, Mich. **Adv. Agcy.**—Marschalk & Pratt Co., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

UNION CITY BODY CO., INC., W. Pearl, Union City, Ind. School bus bodies, package delivery wagons. H. D. Fitzgerald, pres.; C. C. Koontz, vice-pres.; W. E. Adelsperger, secy.-treas. and gen. mgr.; E. K. Beck, sales mgr.; C. O. Hooper, serv. mgr.; H. L. DeCosta, chief engr.; G. G. MacDougall, pur. agt.

UNION OIL CO. OF CALIFORNIA, 617 W. 7th st., Los Angeles 17, Calif. Gasoline, lubricating oils, greases and other petroleum products. Reese H. Taylor, pres.; W. L. Stewart jr. exec. vice-pres.; H. W. Sanders, vice-pres., treas.; L. A. Gibbons, vice-pres. and gen. counsel; A. C. Rubel, A. C. Stewart, Sam Grinsfielder, R. D. Gibbs, C. E. Swift, Roy Linden, K. E. Kingman, A. J. Lowrey, vice-presidents; R. F. Niven, secy.; Irving J. Hancock, compt.; E. H. Weaver, mgr. of pur.; C. Haines Finnell, pub. rel. rep.; J. W. Sinclair, mgr. automotive dept. **Adv. Agcy.**—Foote, Cone & Belding, Los Angeles, Calif. Jack Smock, acct. exec.

UNITED-CARR FASTENER CORP., 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, pres.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, secy.; J. J. Ellsworth, treas.; A. W. Kimbell, gen. mgr.; R. O. Chaffee, wks. mgr.; N. A. Dill sls. mgr. automotive div.; Paul N. Jameson, adv. mgr.; John Ring, asst.; F. J. Ross, pur. agt.; E. W. Norton, asst.; Arthur Noyes, traf. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

UNITED DISTILLERS OF AMERICA, INC., 350 Fifth ave., New York 1, N. Y. Saf-Tee Super Anti-Freeze; Saf-Tone Permanent glycol Anti-Freeze; completely denatured alcohol, all formulas; specially denatured alcohol, all formulas; proprietory solvent; ethyl alcohol. Dr. Armand Hammer, pres.; Victor Hammer, secy.; Harry J. Hammer, vice-pres. and treas.; M. Stone, sales mgr.; Sam Portnoy, traffic mgr.

UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, fuel pumps, gauges, speedometers, brake lining, engine bearings, electric motors, cigar lighters, jacks, radio parts, roller bearings, carburetors, gasoline filters, heaters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, hydraulic brakes. W. N. Potter, gen. mgr.; C. P. Culhane, gen. sls. mgr.; Duane A. Jones, adv. mgr.; R. C. Campbell, pur. agt. **Adv. Agcy.**—Campbell-Ewald Co., General Motors bldg., Detroit, Mich. Wayne White, acct. exec.

UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. J. T. Beatty, pres.; A. Vander Meulen, vice-pres., treas.; B. H. Fretz, secy., asst. treas.; D. S. Cox, asst. vice-pres.; J. Hamilton, sls. mgr. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings and large spinnings. D. P. Eastman, cf. engr.; L. L. Blais, pur. agt. **Mitchell Div.,** Edmund and Shelmire sts, Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres., gen. mgr.; Herman Lingenbrink, cf. engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sls. mgr. **Birmingham Div.,** 817 32nd st., S. W., Birmingham 11, Ala. Air cleaners, toy wheel goods, metal stampings. A. E. Klein, plant mgr.; G. L. Mattinson, plant supt.; C. Hamilton, pur. agt. **Det. Rep.**—R. J. Schaffer, dist. mgr.; 310 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Rowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, treas.; C. A. Benning, sls mgr.; E. G. Schaedler, asst. sls. mgr.; C. E. Winter, wks. mgr.; W. H. Brummer, pur. agt. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES ELECTRICAL TOOL CO., 1050 Findlay st., Cincinnati 14, O. Electrical drills, sanders, surfacers; portable bench and floor grinders; bench and floor buffers; bench and floor polishers; valve grinding equipment. H. C. Levenson, gen. mgr.; Jack Smith, sls. & serv. mgr.; I. Schifrin, adv. mgr.; H. E. Neske, pur. agt. **Det. Rep.**—Howard D. Wixson, Detroit, Mich. **Adv. Agcy.**—Julian J. Behr Co., Cincinnati 2, O.

UNITED STATES RUBBER CO., Tire Div. "U. S.," 1230 Ave of the Americas, New York 20, N. Y. Tires and rubber goods. H. E. Humphries jr., pres., chmn. of bd.; H. N. Hawkes, vice-pres., gen. mgr. (tire div.); J. M. Miller, asst. gen. mgr. (tire div.); J. C. Ray, asst. to gen. mgr. (tire div.); C. H. Shirley, mgr. adv., sls. prom. (tire div.); W. O. Green, dir. of sls. (tire div.); Lawler Reeves, sls. mgr., U. S. Tires; John A. Boll, sls. mgr. (Fisk-Gillette); W. D. Baldwin, mgr. mfrg's sls. div.; C. L. Wanamaker, prod. mgr. (tire div.); A. W. Bull, dir. tire div. dept.; C. L. Moody, Detroit plant mgr. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. M. J. Casey, acct. exec.

UNITED STATES RUBBER CO.—Footwear and General Products Div., 407 N. Main st., Mishawaka, Ind. U. S. KOYLON foam, floor mats, fuel cells, coated fabrics. H. E. Humphries jr., pres.; Wm. M. Dougherty, secy.; H. M. Kelton, treas.; W. H. Norton, vice-pres., gen mgr.; C. L. Glaes, prod. mgr.; G. A. Lovell (mfrs. products), E. G. Nagle (automotive KOYLON and mats dept.), C. Sundberg (fuel cells), G. H. Callum (coated fabrics), sls. mgrs.; A. F. Buchanan, adv. mgr.; A. J. Hocking, sls. prom. mgr.; V. H. Hoehn, prod. engr.; J. E. O'Donnell, pur. agt.; G. S. Hess, traf. mgr.; F. A. Miller, pub. rel. mgr. **Det. Rep.**—F. A. Sawyer, New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y.

UNITED STATES STEEL CO., U. S. Steel Corp. Subsidiary, 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. B. F. Fairless, pres.; D. F. Austin, exec. vice-pres. (commercial); B. S. Chapple jr., asst. exec. vice-pres. (commercial); G. R. Schreiner, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, deck lights and unity searchlights. Henry R. Gross, chmn. of bd., treas.; Louis E. Gross, pres.; Martha S. Hubert, vice-pres., secy.; James L. Kiley, sls. mgr.; Peter J. Fleming, supt.; John Bonaguro, cf. engr.; H. G. Vincent, pur. agt.; Ted Swed, traf. mgr.; Emil Melichar, serv. mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit 2, Mich.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. Arthur O. Dietz, chmn. exec. comm.; Henry Ittleson jr., chmn. of bd.; Ernest Kanzler, vice-chmn. of bd.; L. Walter Lundell, pres.; Alan G. Rude, vice-pres., chge of sls.; William L. Wilson, vice-pres., chge adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. Gilbert Morris, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres., and treas.; Morton F. Lewis, vice-pres., secy., wks. mgr. **Adv. Agcy.**—Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Wm. P. Farrell, pres.; A. E. Kountz, secy.-treas.; Michael Dufal, wks. mgr.; R. R. Farrell, cf. engr.; John J. Hart jr., sls. mgr. **Adv. Agcy.**—Sykes Advertising Agency, Pittsburgh, Pa.

UNIVERSAL PRODUCTS CO., INC., 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for

(Continued on Page 223)

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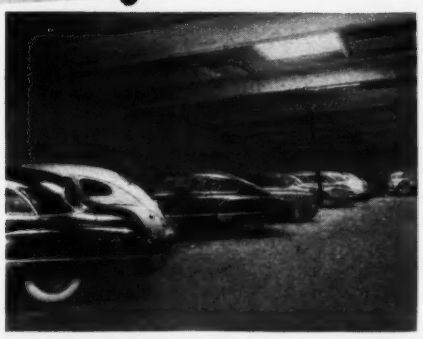
THE IU 52 D . . . **An Underfloor Disappearing Type, designed for use with high-compression engines. Flexible Tubing of metal or the new Neoprene Reinforced Type.**



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A recent test proved efficiency was greatly increased, while absenteeism was sharply decreased after Engwald Exhaust Eliminating System was installed.

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Engwald Underfloor twin plug-in type system.
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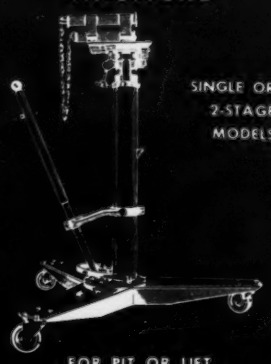
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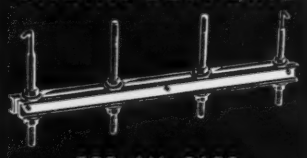
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Who's Who in Auto Industry

(Continued from Page 222)

the automotive trade. V. H. Kendall, pres.; H. B. Orr, vice-pres. sls., adv. mgr.; A. F. Edwards jr., secy.; A. W. Hartig, treas.; A. M. Swigert, vice-pres. mfg., wks. mgr.; A. F. Edwards jr., asst. sls. mgr.; S. Crossland, asst. adv. mgr., parts and acc. mgr.; R. Minshull, pur. agt. **Det. Sales Rep.**—James Cannon. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit, Mich. Mr. Bobertz, acct. exec.

UNIVERSAL SALES, INC., London rd., Delaward, O. Vanette and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sls. mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Adv. Agcy., Inc., Marion, O. Paul Kohler, acct. exec.

UNIVERSAL STEEL EQUIPMENT CORP., 32-33 47th ave., Long Island City 1, N. Y. Steel shelving, utility tables, parts bins, displayors. Samuel N. Brimberg, pres.; Philip Rosenberg, secy.; Leo Abeles, sls. mgr.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 1000 R. A. Long bldg., Kansas City 6, Mo. Insurance. J. J. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, first vice-pres.; A. H. Thurmond, secy.; C. F. McReynolds, treas.

UPHOLSTERY LEATHER GROUP, THE, New York 38, N. Y. Genuine leather for upholstery. James H. Liberty, exec. vice-pres. **Adv. Agcy.**—Calkins & Holden, New York, N. Y. Roger Brown, acct. exec.

V

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. C. D. Pettingell, pres.; A. E. Shugarman, vice-pres.; Harry Silverstein, treas.; Roy Vetzner, sls. mgr.; B. R. Kettner, asst. sls. mgr.; S. D. Pollack, credit mgr.; J. T. Pettingell, plant supt.; Joe Osterle, serv. mgr.; Richard Bagley, pur. agt.; Walter Ford, traf. mgr.; Claude Blair, wks. mgr. **Det. Rep.**—L. C. Hellman, 204 Center st., Howell, Mich. **Adv. Agcy.**—Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VACUUM GRIP COVER CO., INC., 54 Washburn st., Bridgeport 5, Conn. Mechanics shop covers (fender cloths, etc.). William C. Harben, pres.; Grace Harben, vice-pres.; Bertha Johnson, secy.; Elmer B. Johnson, treas.

VAN AUKEN, INC., Birdsboro, Pa. Grille and trunk guards. Jos. B. Montgomery, pres.; Wm. H. Lake, vice-pres., chge. prod.; R. I. Mitchell, vice-pres.; Howard Jenkins, cf. engr.; K. G. Warden, sls. mgr.

VAN BERGEN & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Branches: Atlanta, Philadelphia. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, windshield wiper motors, fuel pumps; generators, regulators starters, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, transmissions, Ford universal joints. George W. Marquardt, pres., sls. mgr.; Clem Redden, vice-pres.; W. R. Weldon, secy.-treas.; Wm. Smetak, pur. agt. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN CLEEF BROS., INC., Div. of Johns-Manville, 7800 S. Woodlawn ave., Chicago 19, Ill. Friction, rubber, plastic electrical tape, masking tape; structural glass joint and glass setting tapes; patch kits, rubber cement, tube repair gum; vulcanizing cement; tire paint; boot cement; trim cements; sponge rubber weatherstrip; hydraulic brake fluid; shock absorber fluids; gasket shellac compound; gasket sealing paste; gasket sealing fluid (aviation type); bearing glue; motor graphite; rubber aprons. A. R. Fisher, pres.; M. Davier, vice-pres., gen. mgr.; F. M. Hagerty, sls. mgr.; Geo. H. Bills, adv., sls. prom. mgr.; C. E. Frick, prod. mgr.; C. E. Wonder, pur. agt.; C. G. Geiger, mdse. mgr. **Det. Rep.**—Geo. C. Alexander, 15135 Seminole, Detroit, Mich.

VANDRUFF SPECIALTIES CO., 4508 E. Firestone, South Gate, Calif. Rear seat auto radio speakers. G. V. Vandruff, partner; S. D. Vandruff, partner, sales mgr.

VAN NORMAN CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders boring bars, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, connecting rod grinders, pin fitting machines, brake lathes, milling machines, ball race grinders. J. V. Scott, pres.; C. R. Crowder, vice-pres.; R. W. Porter, secy.-treas.; G. H. Dickinson, sls. mgr.; F. P. Healy, cf. engr.; C. A. Tootill, pur. agt. **Det. Rep.**—Robert Schutt, 1722 Catalpa st., Berkley, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

VANTOOL, INC., 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes, tire regroovers. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VEET MFG. CO., 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, service tools, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, pres.; P. C. Beals, vice-pres.; L. Wald, vice-pres., gen. mgr.; W. W. Webster, treas.; T. G. O'Neil, gen. sls., adv. mgr.; W. Zitowitz, D. C. Lindstrom, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481, Fairport ave., Detroit. **Adv. Agcy.**—Smith Assoc., 530 Atlantic ave., Boston, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks and trailers. Waller Carson, pres.; Howard Salter, vice-pres.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. W. K. Vogel, pres.; E. W. Neeb, vice-pres.; E. M. Ohrbom, secy.; J. Noland, sls. mgr.; Joe Wood, pur. agt. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif. E. Koblitz, acct. exec.

VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. J. W. Mortell, chmn. of bd.; John E. Mortell, pres., gen. mgr.; J. A. Corboy, vice-pres.; R. C. Jamison sr., vice-pres.; James F. Mortell, vice-pres.; Joseph A. Torti, prod. mgr.; R. C. Jamison jr., pur. agt.; S. J. Evans, dir. of research; Howard Couch, undercoating, mgr.; Duane Whitney, ind. sls. mgr.; T. J. Cassady, traf. mgr.; A. W. Kreit, dir. of automotive service. **Adv. Agcy.**—L. J. DeMahaut Agency, Detroit, Mich. Guy C. Core Co., Jackson, Mich.

VICKERS, INC., 1400 Oakman blvd., Detroit 32, Mich. Mobile products: Pumps, relief valves, multiple control valves, fluid motors and steering boosters. Harry F. Vickers, pres.; K. R. Herman, vice-pres. and gen. mgr.; James F. Forster, treas.; W. K. Allen, vice-pres., works mgr.; F. T. Harrington, vice-pres., sales mgr.; R. E. Esch, gen. sales mgr.; M. J. Taup, Mobile prod. sales mgr.; E. Doucet, adv. mgr.; James Robinson, chief engr.; R. M. McCabe, vice-pres., pur. agt.; P. H. Emrich, parts & acc. mgr. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; G. E. McAninch, secy.-treas.; O. W. Clifton, vice-pres., wks. mgr.; Edward Gammie, vice-pres., chg. sales; M. L. Liston, asst. sales mgr.; Geo. Fick, adv. mgr.; A. J. Aukers, mgr. ind. sales; W. N. Anderson, pur. agt.; J. Regis, traffic mgr. **Det. Rep.**—S. H. Caldwell, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters. W. A. Clare, pres.; C. D. Jones, vice-pres.; Mrs. I. Q. Baird, treas., sls. mgr.; James P. Cassidy, wks. mgr. **Adv. Agcy.**—Comstock, Duffes & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Visors and lever lites. H. D. Draper, pres.; Hugo Braun, secy.; William Holme-Shaw, gen. mgr.; J. T. Stevers, sls. mgr. **Adv. Agcy.**—Bradford-LaRiviere, Saginaw, Mich.

VISION-VISOR CORP., 831 S. Wabash ave., Chicago 5, Ill. Transparent plastic automobile visors. R. H. Williams, pres., gen. mgr.; Myron T. Harshaw, exec. vice-pres., treas.; M. J. Lalick, vice-pres., secy.; Robert Poole, wks. mgr., pur. agt.; Arvid Forsberg, traf. mgr., serv. mgr. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill. Sam Grossman, acct. exec.

VISIRECORD, INC., 801 2nd ave., New New York, N. Y. Visible verticle recordkeeping equipment, multiple posting machine, hand duplicating device. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; E. C. Norrington, vice-pres., treas.; Paul S. Nevin, gen. mgr.; Gil Anderson, wks. mgr.; J. J. Muir, sls. mgr. (national); Gerald M. Lein, sls. prom. mgr.; John Harms, contr.; Ronnie Prouix, plant supt. **Det. Rep.**—Russell H. Frantz, 14827 E. Jefferson ave., Detroit, Mich. **Adv. Agcy.**—Morton Freund, 114 East 32nd st., New York, N. Y. Hiram Ashe, acct. exec.

VISOR POUCH, 2124 Fifth ave., Pittsburgh 19, Pa. Plastic automotive accessory. Edward J. Steele, owner. **Adv. Agcy.**—Friedman & Rich, Pittsburgh, Pa. Bernard Friedman, acct. exec.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and gen. mgr.; D. B. Wilson, vice-pres. and treas.; L. F. Storie, secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), Emerson Alexander (plastics), sales mgrs.; George Pokorny, asst. sales mgr.; Jos. Pazourek, chief engr.; F. J. Tkach, pur. agt. **Det. Rep.**—Wm. Blanchard, 63 W. Milwaukee ave., Detroit, Mich. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGUE RUBBER CO., 1935 S. Indiana ave., Chicago 16, Ill. Premium tires and tubes. L. O. Dodson, pres.; A. Koehler, vice-pres. **Adv. Agcy.**—Casler, Hempstead & Hanford, Chicago, Ill. Henry Hempstead, acct. exec.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. Vokar Dee Tee guns, Vokar solvent, automobile radio vibrators, slide projectors, coils. Ralph H. Card, pres.; Wm. F. Cairns jr., vice-pres., gen. mgr.; Edward F. Conlin, secy.; J. E. Lau, treas.; L. B. Poole, sales mgr.; O. I. Nelson, serv. mgr.; Frank Wilke, chief engr.; J. P. Chynoweth, pur. agt. **Adv. Agcy.**—Vansant, Dugdale & Co., Baltimore, Md. C. M. Buchanan, acct. exec.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.**—Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MFG. CO., INC., Winona, Minn. Hydraulic bumper jacks, pit jacks, safety wheel block, Vulcan combination unit, air cleaner service unit, universal tripod Saf-T-Lift, hydraulic safety jack, town and country car top carrier, axle jack. R. E. Lange, pres.; J. L. Ward, vice-pres.; Harold Nilson, engr.; David M. Lange, pur. agt.; Leonard Schricker, secy.-treas.; John Phenning, wks. mgr.; Henry L. Evans, traf. mgr. **Det. Rep.**—I. L. Ward, 5-210 General Motors bldg., Detroit. **Adv. Agcy.**—E. W. Sann & Assocs., Minneapolis, Minn.

W

W & W CHEMICAL CO., INC., 130 Lincoln st., Boston 35 (Brighton), Mass. Auto finishes. Merton E. Williams, pres., sls. mgr.; Donald E. Wilbur, secy.-treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. sls. serv.; Geo. P. Allen, pur. agt.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal blocks, junction blocks, spade terminals, headlight connectors, rotary sockets, snap-in; glove compartment light switch, sockets, dome and taillight; electrical heating units for clothes driers, laminations for fractional h. p. motors, stampings, misc. Chas. E. Wade, pres., gen. mgr.; Jasper Long, vice-pres., prod. mgr.; J. L. Whitmer, asst. treas.; E. C. Altvater, secy.; Roger Ort, asst. prod. mgr.; Harley M. Newcomb, cf. prod. engr.; R. L. Driver, pur. agt.; C. C. Jorn, asst. sls. mgr.; R. M. Alexander, sls. engr.

WADELL EQUIPMENT CO., 119 South ave., Garwood, N. J. Brake drum lathes, riveting machines. Joseph Mossori, gen. mgr.; Vito Mossori, wks. mgr.; R. D. Sansone, sls. mgr.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Hydraulic brakes and parts, hydraulic brake fliud, brake lining, air brake and parts, tools and equipment, clutch facings, tachographs, NoRol electric motors, transformers, industrial bridge brakes. P. B. Postlethwaite, chmn. of bd.; J. H. Devor, pres.; F. F. Simon, G. A. Waters, vice-presidents; H. N. Felton, sls. vice-pres.; J. D. Eby, secy.-treas.; C. W. Hesse, wks. mgr.; J. R. Rose, sls. mgr.; L. C. Dobrunz, adv., sls. prom. mgr.; H. H. Brandenburger, serv., parts, acc. mgr.; W. R. Freeman, cf. engr.; J. S. Smith, dir. of pur. R. Druschky, traf. mgr.; G. W. Brown, pub. rel. mgr. **Det. Rep.**—J. W. Bryant, 6050 Cass ave., Detroit. **Adv. Agcy.**—A. R. Mogge, Inc., 307 N. Michigan ave., Chicago 1, Ill.

WALCO PRODUCTS, 3168 Main st., Stratford, Conn. Permanent service covers. W. Brewster Coley, gen. mgr.; J. G. Banks, sls. mgr.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., sec.; M. M. Miller, treas.; B. Brozek, wks. mgr.; H. F. Bower, sls. mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—Clifford & Lynch, 901 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification

(Continued on Page 224)

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for Safety — Service
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Economical model for roof or corner mount. Light transmitted through front section only of one-piece shatterproofed plastic lens top.

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Sold by Leading Automotive Jobbers Everywhere

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Rugged construction . . . brightest reflection — round or oval reflectors.
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Strongest armored clearance lamp. Fresnel type shatterproofed lens.

Who's Who in Auto Industry

(Continued from Page 223)

signs; electric displays (signs), neon, zeon. Clarence D. Blessed, pres.; Thomas F. Wolcott, vice-pres.; George V. Brandt, vice-pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); electric lifts; exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. W. T. Walker, chmn. of bd.; James S. Allan, pres.; John Engels, vice-pres., sls. mgr., whlse. div.; Wm. C. Morgan, vice-pres., sls. mgr. orig. equipment div.; Thomas B. Earle, treas.; J. S. Allan, gen. mgr.; T. Faxon Hall, vice-pres., sls. prom., adv. mgr.; Randall Snow, asst. adv. mgr.; Mel Holland, serv. mgr.; Walter Shoff, dir. of pur.; Les Coffin, pur. agt.; Roger Lange, traf. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. L. T. Sogard, acct. exec.

WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres., gen. mgr.; Nile O. Moore, vice-pres.; Bertha E. Ward, secy.-treas.; Emil Thornton, wks. mgr.; J. C. Eaton, sls. mgr.; W. C. Ferguson jr., cf. engr.; Thomas M. Robinson, pur. agt.; Fred Simpson, parts & acc. mgr.; Roy Higgason, traf. mgr.

WARD LAFRANCE TRUCK CORP., Elmira, N. Y. Heavy-duty commercial trucks, fire trucks and fire-fighting apparatus. Joseph G. Grossman, pres., treas.; A. Ward LaFrance, vice-pres.; F. N. Tracy, vice-pres., sls.; John J. Moser, vice-pres., dir. of pur., serv.; Kai Madsen, secy.; George W. Pratt, cf. engr.; Edward F. Scholls, plant mgr.

WARD PRODUCTS CORP., Div. of Gabriel Co. General Offices and Engineering, 1523 E. 45th st., Cleveland 3, O. Factory address: Ashtabula, O. Radio antennas. G. E. McAllister, gen. mgr.; Julius Fine, dist. sls. mgr. **Adv. Agcy.**—Hubbell Adv. Agcy., Cleveland, O.

WARNER AUTOMOTIVE PARTS DIV., Borg-Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, axle shafts, ring and pinion gears, differential cases and parts, cylinder heads, transmission gears, power takeoffs, etc. R. M. Allison, pres., gen. mgr.; G. A. Shallberg, vice-pres.; H. N. Nigg, secy., treas.; D. C. Hamilton, vice-pres., wks. mgr.; J. J. Rountree, sls. mgr.; M. R. Seavers, serv., traf. mgr.; H. A. McAninch, cf. engr.; C. C. Hine, F. E. Allison, pur. agts **Det. Rep.**—N. K. Van Osdol, 6432 Cass ave., Detroit 2, Mich.

WARNER ELECTRIC BRAKE & CLUTCH CO., Beloit, Wis. Electric brakes for coach trailers and truck trailers. P. J. E. Wood, pres.; Steven P. J. Wood, gen. mgr., vice-pres.; M. V. Divine, secy.-treas.; F. A. Samuelson, wks. mgr.; George G. McManis, sls. mgr.; Donald R. McComb, adv. mgr.; J. G. Oetzel, vice-pres., engr.; R. A. Leindorf, pur. agt.; Delta Cain, traf. mgr. **Det. Rep.**—Gober Hickman. **Adv. Agcy.** — Howard H. Monk & Assoc., Rockford, Ill. George Kane, acct. exec.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, overdrive transmissions, transfer drive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. A. P. Emmert, pres.; E. S. Russey, vice-pres., gen. mgr., sls. mgr.; A. W. Rose, asst. gen. mgr.; F. M. Tuhey, secy.-treas.; W. H. Cortwright, wks. mgr.; S. F. Clark, serv. mgr.; Palmer Orr, cf. engr.; R. W. Wayman, development engr.; L. A. Black, dir. of pur.; T. J. Ault, pur. agt.; W. S. Marquell, traf. engr.; R. B. Whinrey, pub. rel. mgr.; S. G. Gregory, labor rel. mgr. **Det. Rep.**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 920 S. Michigan ave., Chicago 5, Ill. Liquid solder, radiator cleaner, service cleaner, cooling system protector. A. P. Warner, pres.; M. J. Phillips, vice-pres.; J. H. Cattell, secy., treas., gen. mgr.; R. M. McNeilly, sales mgr.; I. J. Bialek, traffic mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

WASSELL ORGANIZATION, INC., Westport, Conn. Visual control system, rotary record and correspondence housing, visible record equipment. F. Lloyd Wassell, pres.; G. W. Wassell, wks. mgr.; R. T. Tompkins, sls. mgr.; E. B. Long, adv. mgr.; W. E. Welch, pur. agt. **Det. Rep.**—Arthur Bugbee, Wassell Detroit Co., 651 Book bldg., 1249 Washington blvd. Publication Services, Inc., Stamford, Conn. William Dodge, acct. exec.

WATERBURY TOOL, Div. of Vickers, Inc., 188 E. Aurora st., Waterbury 91, Conn. Valve equipment, engine rebuilding equipment, special machinery. Harry Vickers, pres.; W. E. Rouse, gen. mgr.; G. M. Darsch, secy.-treas.; C. A. Jones, factory mgr.; M. A. Hayden, gen. sls. mgr.; T. O. Brown, cf. engr.; H. F. Carberry, pur. agt. **Det. Rep.**—Paul H. Peth, 2618 Collingswood blvd., Toledo 10, O. **Adv. Agcy.**—G. F. Sweet Co., Hartford, Conn.

WATERVLIET TOOL CO., INC., 1349 Broadway, Albany 1, N. Y. Automotive reamers (all types), automotive equipment, pneumatic body and fender repair tools, pneumatic grinders, sanders and featheredging tools, etc. Wm. J. Kattrein, pres., treas.; R. H. Birchenough, vice-pres.; A. M Kattrein, secy.; Wm. J. Kattrein jr., sales mgr.; R. Kinsley, works mgr.; T. Ten Eyck, adv. mgr. and pur. agt.

WATKINS BODY CORP., 666 Genesee st., Buffalo 11, N. Y. Motor truck bodies, van type and parcel delivery type, welded steel assemblies. Albert C. Finley, pres., treas.; George C. Finley, vice-pres., gen. mgr.; Ralph J. Dunn, secy., sales mgr.; Thomas Poulin, chief engr.; L. H. Beyer, pur. agt. **Adv. Agcy.**—Reinold Ferstner, Buffalo, N. Y.

WATSON CO., H. S., 1316 67th st., Emeryville, Calif. H. S. Watson, pres.; Frank M. House, vice-pres., gen. mgr.; R. S. Pershing, sales mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Frank Hamilton, northeast mgr.; George Carter, southeast mgr.; William Conway, north central mgr.; F. A. Thomas, south central mgr.; William Hessin, northwest mgr.; J. R. Murphey, southwest mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres., secy., treas., gen. mgr.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; L. L. Bower, cf. engr.; C. P. Ross, secy.-treas.; A. Herzberg, wks. mgr.; J. G. Swain, vice-pres..; F. C. Schulze, sls. mgr.; H. J. Lemmer, adv. mgr.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv., sls.; L. F. Whisler, pur. agt.; C. E. Nelson, vice-pres., production; H. Eckert, traf. mgr. **Adv. Agcy.**—Cramer - Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., 1007 Harrison blvd., Wausau, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; J. S. Landon, vice-pres., treas.; R. P. Tinkham, secy.; D. J. Horkan, asst. secy.; B. K. Konkol, asst. treas.; J. L. Roberts, replacement sls. mgr.; S. W. Budil, cf. replacement engr.; E. A. Genrich, wks. mgr.; I. H. Gisselman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw. P. Frankel, pres.; Earl

(Continued on Page 225)

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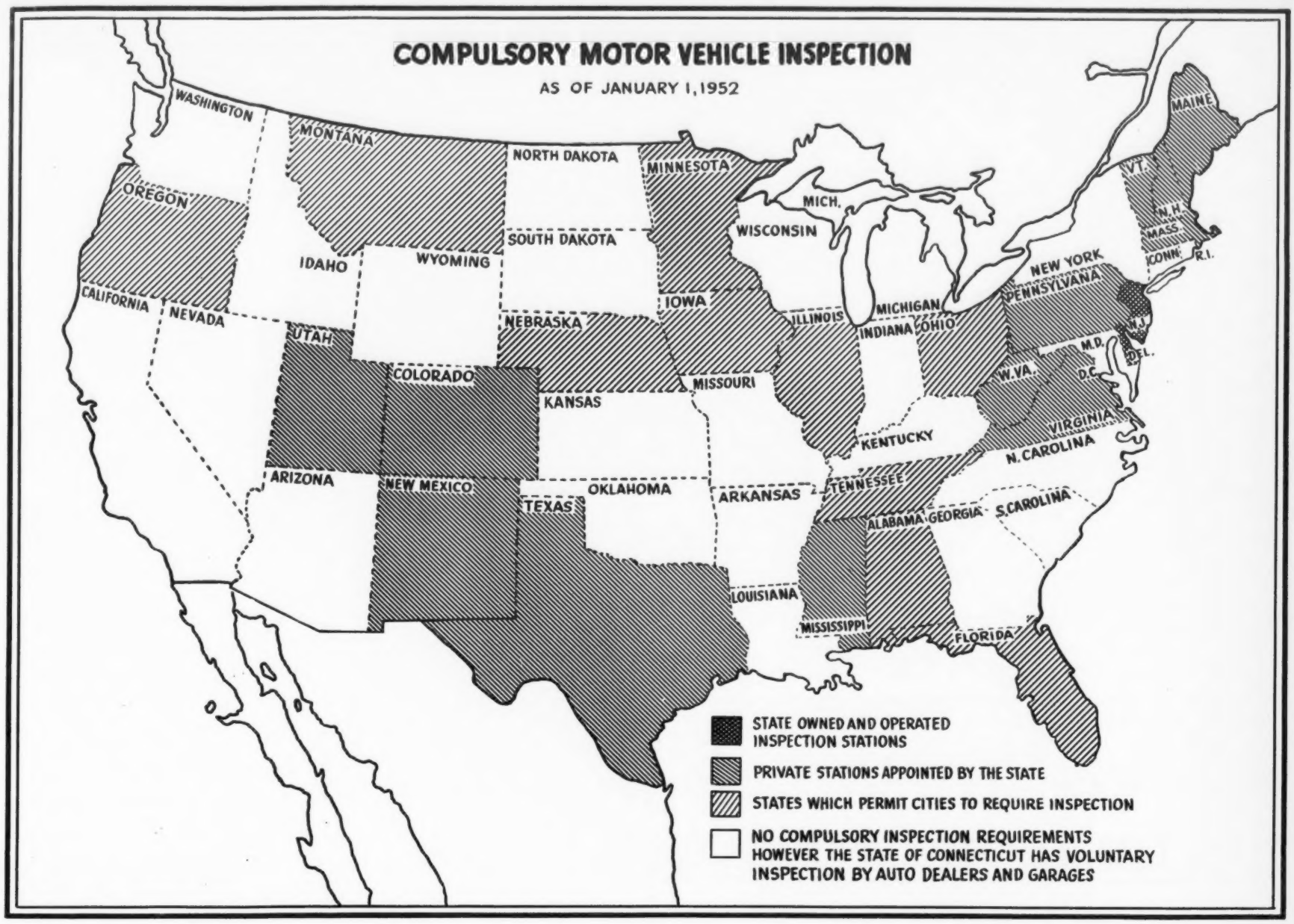
Comparison of Advertised Delivered Prices of Current Car Models

Compiled by Automotive News

(This comparison of advertised delivered prices of various makes of cars is based on prices in effect Apr. 20, 1952, as established by the Office of Price Stabilization and rounded off to the nearest dollar. They include factory retail prices at the factory with spare tires and provisions for dealer delivery and handling charges and for federal taxes. They do NOT include transportation, state sales taxes, license or title fees, accessories, or various items of factory installed or optional equipment.)

	4-Door Sedan	2-Door Sedan	Club Coupe	Hardtop Coupe	Business Coupe	Sta. Wag. & Utility	Conv. Coupe	Automatic Drives
CHEVROLET								
Styleline Special	$1,674	$1,617	$1,624	.....	$1,533	.....	.....	.....
Styleline Deluxe	1,765	1,711	1,730	$2,010	.....	$2,302	$2,132	$178.35
Fleetline Deluxe	.....	1,711	.....	.....	.....	.....	.....	178.35
FORD								
Mainline Six	1,678	1,629	.....	.....	1,526	2,004	.....	184.00
Mainline Eight	1,754	1,704	.....	.....	1,601	2,079	.....	184.00
Customline Six	1,769	1,721	1,731	.....	.....	.....	.....	184.00
Customline Eight	1,845	1,796	1,806	.....	.....	2,249	.....	184.00
Crestline Eight	.....	.....	.....	2,104	.....	2,384	2 214	184.00
STUDEBAKER								
Champion Custom	1,757	1,724	1,752	.....	.....	.....	.....	231.24
Champion Deluxe	1,849	1,816	1,844	.....	.....	.....	.....	231.24
Champion Regal	1,933	1,900	1,928	2,220	.....	.....	2,258	231.24
Commander Regal	2,107	2,072	2,101	.....	.....	.....	.....	243.08
Commander State	2,193	2,158	2,187	2,488	.....	.....	2,531	243.08
State Land Cruiser	2,349	.....	.....	.....	.....	.....	.....	243.08
PLYMOUTH								
Concord	.....	1,757	.....	.....	1,616	*2,165	.....	.....
Cambridge	1,826	.....	1,789	.....	.....	.....	.....	.....
Cranbrook	1 916	.....	1,885	2,216	.....	.....	2,328	.....
HENRY J								
Vagabond Four	.....	1,349	.....	.....	.....	.....	.....	.....
Vagabond Six	.....	1,494	.....	.....	.....	.....	.....	.....
Corsair Four	.....	1,449	.....	.....	.....	.....	.....	.....
Corsair Six	.....	1,594	.....	.....	.....	.....	.....	.....
WILLYS-OVERLAND								
Aero Lark	.....	1,731	.....	.....	.....	.....	.....	.....
Aero Wing	.....	1,989	.....	.....	.....	.....	.....	.....
Aero Ace	.....	2,074	.....	.....	.....	.....	.....	.....
Four-Cyl. Station Wagon	.....	.....	.....	.....	.....	1,849	.....	.....
Four-Cyl. (4WD) Station Wagon	.....	.....	.....	.....	.....	2,260	.....	.....
Six-Cyl. Station Wagon	.....	.....	.....	.....	.....	1,935	.....	.....
Six-Cyl. Deluxe Station Wagon	.....	.....	.....	.....	.....	1,963	.....	.....
PONTIAC								
Chieftain Six	2,001	1,943	.....	.....	.....	2,597	.....	178.35
Chieftain Eight	2,075	2,018	.....	.....	.....	2,671	.....	178.35
Chieftain Six Deluxe	2,104	2,046	.....	*2,289	.....	2,681	2,428	178.35
Chieftain Eight Deluxe	2,179	2,129	.....	*2,364	.....	2,754	2.500	178.35
NASH								
Rambler Super	.....	.....	.....	.....	.....	1,990	.....	.....
Rambler Custom	.....	.....	.....	2,080	.....	2,104	2,104	.....
Statesman Super	2,160	2,125	.....	.....	.....	.....	.....	178.85
Statesman Custom	2,312	2,290	.....	.....	.....	.....	.....	178.85
Ambassador Super	2,534	2,498	.....	.....	.....	.....	.....	178.85
Ambassador Custom	2,692	2,671	.....	.....	.....	.....	.....	178.85
DODGE								
Wayfarer	.....	2,038	.....	.....	1,890	.....	.....	102.61
Meadowbrook	2,166	.....	.....	.....	.....	.....	.....	102.61
Coronet	2,258	.....	2,242	2,603	.....	2,906	2,697	102.61
BUICK								
Special	2,193	2,134	2,100	.....	2,040	.....	.....	.....
Special Deluxe	2,239	2,181	.....	2,279	.....	.....	2,615	192.50
Super	2,545	.....	.....	2,460	.....	3,272	2,848	192.50
Roadmaster	3,178	.....	.....	3,283	.....	3,948	3,428	Std.
KAISER								
Virginian Special	2,212	2,160	.....	.....	1,992	*2,317	.....	168.79
Virginian Deluxe	2,328	2,275	2,296	.....	.....	*2,433	.....	168.79
Deluxe	2,453	2,400	.....	.....	2,213	*2,558	.....	168.79
Manhattan	2,568	2,516	2,537	.....	.....	*2,673	.....	168.79
MERCURY								
Custom	2,232	2,174	2,296	.....	.....	*2,754	.....	189.81
Monterey Custom	2,312	.....	.....	2,430	.....	.....	2,586	189.81
HUDSON								
Pacemaker Six	2,297	2,250	2,297	.....	2,103	.....	.....	175.71
Wasp Six	2,448	2,396	2,448	2,790	.....	.....	3,026	175.71
Commodore Six	2,655	.....	2,628	2,977	.....	.....	3,224	175.71
Hornet Six	2,749	.....	2,723	3,071	.....	.....	3,318	175.71
Commodore Eight	2,749	.....	2,723	3,071	.....	.....	3.318	175.71
OLDSMOBILE								
Deluxe 88	2,311	2,246	.....	.....	.....	.....	.....	178.35
Super 88	2,445	2,379	2,329	2,655	.....	.....	2,833	178.35
Classic 98	2,767	.....	.....	3,001	.....	.....	3,207	178.35
DeSOTO								
Deluxe Six	*2,336	.....	2,323	.....	.....	2,574	.....	131.97
Custom Six	*2,555	.....	2,534	2,891	.....	*3,188	2,996	Std.
Fire Dome Eight	2,741	.....	2,720	3,077	.....	3,374	3,182	298.48
CHRYSLER								
Windsor	*2.500	.....	2,477	.....	.....	3,198	.....	131.81
Windsor Deluxe	2,727	.....	.....	3,084	.....	.....	3,207	Std.
Saratoga	*3,217	.....	3,190	.....	.....	3,922	.....	166.51
New Yorker	3,530	.....	.....	3,966	.....	.....	4,089	166.51
Imperial	3,837	.....	.....	4,219	.....	.....	.....	166.51
Crown Imperial	*6,871	.....	.....	.....	.....	.....	.....	Std.
PACKARD								
200	2,528	2,475	.....	.....	.....	.....	.....	189.00
200 Deluxe	2,675	2,622	.....	.....	.....	.....	.....	189.00
250	.....	.....	.....	3,293	.....	.....	3,450	189.00
300	3,094	.....	.....	.....	.....	.....	.....	189.00
400	3,767	.....	.....	.....	.....	.....	.....	Std.
LINCOLN								
Cosmopolitan	3,489	.....	.....	3,593	.....	.....	.....	Std.
Capri	3,632	.....	.....	3,835	.....	.....	3,991	Std.
CADILLAC								
Series 62	3,636	.....	3,542	3,962	.....	.....	4,110	Std.
Series 60 Special	4,270	.....	.....	.....	.....	.....	.....	Std.
Series 75	*5,361	.....	.....	.....	.....	.....	.....	198.36
ALLSTATE								
Four	.....	1,410	.....	.....	.....	.....	.....	.....
Six	.....	1,672	.....	.....	.....	.....	.....	.....
CROSLEY	.....	.....	.....	.....	943	1,002	952	.....
Super	.....	1,033	.....	.....	.....	1,077	*1,035	.....

*Additional models: Plymouth Concord Savoy Suburban, $2,288. Pontiac Chieftain Six Super Deluxe Catalina, $2,368; Pontiac Chieftain Eight Super Deluxe Catalina, $2,429. Kaiser two-door Travelers-Virginian Special, $2,265; Virginian Deluxe, $2,380; Deluxe, $2,505; Manhattan, $2,621. Mercury eight-passenger station wagon, $2,803. DeSoto Deluxe Six eight-passenger sedan, $3,140; DeSoto Custom Six eight-passenger sedan, $3,359; DeSoto Custom Six Suburban, $3,728. Chrysler Windsor eight-passenger sedan, $3,338; Chrysler Saratoga eight-passenger sedan, $4,167; Chrysler Crown Imperial limousine, $6,993. Cadillac Series 75 Imperial sedan, $5,572. Crosley Super Sports roadster, $1,028.



Who's Who in Auto Industry

(Continued from Page 224)

Scott, secy.-treas.; E. W. Coogan, sls. mgr. **Det. Rep.**—Frank A. Miller, Grosse Pointe, Mich. **Adv. Agcy.**—Beaumont, Heller & Sparling, Reading, Pa.

WAXED SILICONE PRODUCTS, INC., 5028 N. W. 7th ave., Miami 37, Fla. Sil-i-kleen auto cleaner and polish, wax polish, paste wax, paste cleaner, chrome polish, ignition sealing compound. A. W. Harp sr., pres.; Morris W. Kuckku, vice-pres.; J. M. Council sr., secy.-treas.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding tools, spray booths. Edgar G. Behr, pres., gen. mgr.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; George E. Sullivan, treas.

WAYNE PUMP CO., Tecumseh st., Ft. Wayne 4, Ind. Gasoline dispensing pumps, air compressors, hose reels, automotive hoists and industrial lifts. W. H. Bateman, pres.; A. E. Allen, vice-pres.; W. C. Leitch, vice-pres., dir. of sls.; H. H. Eich, asst. secy.-treas.; A. H. Dickmeyer, gen. sls. mgr.; E. J. Lennart, serv. mgr.; A. J. Tremper, dir. of pur. **Det. Rep.**—M. J. Vierling, 1475 E. Grand Blvd. **Adv. Agcy.**—A. E. Aldridge Assoc., 1528 Walnut St., Philadelphia 2, Pa. A. E. Aldridge, acct. exec.

WAYNE WORKS, 1500-1700 F st., Richmond, Ind. School bus bodies and motor coach units. John W. Clements jr., pres.; I. G. Brown, vice-pres.; Harold Drimmer, secy.; Newton Giekel, treas.; Verlin Martin, wks. mgr.; Irwin G. Brown, sls. mgr.; T. M. Schumaker, R. O. Thomas, asst. sls.; John M. Eggemeyer, adv. mgr.; Neil Logue, serv. mgr.; Guy Chestnut, cf. engr.; D. E. Thompson, pur. agt.; Harold Koehler, parts & acc. mgr.; M. C. Jordan, pub. rel. mgr. **Adv. Agcy.**—Mark Gross & Assoc., Inc., 501 Board of Trade bldg., Indianapolis, Ind.

WEATHERHEAD CO., 300 E. 131st st., Cleveland 8, O. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine products for automotive, aviation, industrial, refrigeration and LP-Gas equipment. A. J. Weatherhead jr., pres., gen. sls. mgr.; Forrest B. Rusch, dir. ind. rel.; John G. Guardiola, adv. mgr.; John D. Baldwin, cf. design engr.; John W. Reavis, secy.; Morris H. wright, vice-pres., treas. **Det. Rep.**—A. S. Wade, district sales mgr., Weatherhead Co., 923 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O. Jackson Hazlewood, acct. exec.

WEAVER MFG. CO., 2171 E. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus. mgt. dir.; C. F. Hodgson, vice-pres., chge. of sls.; Rex Linn, supt.; E. C. Henning, domestic sls. mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, sls. prom. mgr.; J. L. Phelps, serv. mgr.; W. A. Ross, cf. engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traf. mgr.; J. S. Greenleaf, personnel mgr.; H. L. Williams, factory mgr. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEBSTER ELECTRIC CO., 1900 Clark st., Racine, Wis. Intercommunication and sound systems and magnetic tape recorders. S. A. Loeb, pres.; A. C. Kleckner, vice-pres.; P. G. Crewe, gen. mgr., secy.-treas.; D. J. Munroe, cf. engr., wks. mgr.; D. Hale Darnold, sls. mgr.; H. C. Stacey, asst. sls.; W. E. Dent, sls. prom., adv. mgr.; T. J. LaFleur, asst.; L. Ehrich, serv. mgr.; P. A. Karli, pur. agt.; O. Hansche, traf. mgr.; P. Arzikovic, pub. rel. mgr. **Det. Rep.**—Vic Stalford, 15024 Piedmont blvd. **Adv. Agcy.** — Hamilton Advertising Agency, Chicago, Ill. Claire Loveless, acct. exec.

WEBSTER MFG. CO., W. L., Jefferson Station, Box 3269, Detroit, Mich. Universal truck seat replacement kit. W. L. Webster, pres.; B. F. Webster, vice-pres.; C. S. Day, secy.; H. E. Roberts, cf. engr.

WEIRTON STEEL CO., Weirton, W. Va. Plain or bonderized electrolytic zinc-coated sheets and strips, hot dip and electrolytic tin plate, tin mill black plate; high-carbon strip; lead alloy and long terne sheets; galvanized sheets and roofing products; high quality low-alloy steels; plate and tin mill black plate. T. E. Millsop, pres.; W. A. Murphy, exec. vice-pres., secy.; J. A. Henry, vice-pres., chge. sls.; L. D. Brueckel, vice-pres., chge. export sls.; C. G. Tourney, treas.; J. S. Williamson, vice-pres., chge. oper.; E. O. Burgham, gen. supt.; A. C. Childs, asst. vice-pres., chge. sls.; C. H. Hesse, W. A. Fannin, asst. gen. sls. mgrs.; F. G. Brown, sls. mgr. (sheet and strip div.); E. F. Clark, asst.; R. S. Meighen, sls. mgr. (tin plate div.); J. W. Taylor, asst. mgr. (tin plate div.); E. W. Reiger, vice-pres., chge. engrg.; C. J. Klein, cf. engr.; J. J. Munns, vice-pres. (quality control); J. H. McNeal, pur. agt.; W. F. Morris jr., vice-pres. (traffic); A. S. Earp, traf. mgr.; G. T. Fonda, asst. to pres., chge. pub. rel.; R. Coril, ind. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit 2. W. P. Stewart, acct. exec.

WELD-BUILT BODY CO., INC., 59-03 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck - mounted amusement rides, towing equipment, crash trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres.; **Adv. Agcy.**—The Saltzman Co., New York, N. Y.

WELLER ELECTRIC CORP., 808 Packer st., Easton, Pa. Soldering guns. Robert E. Miller, pres., sls., adv. mgr.; Everett C. Weller, vice-pres., treas.; Norman E. Ritter, secy.; Carl E. Weller, gen. mgr. **Det. Rep.**—Koehler-Pasmore Co., 11833 Hamilton ave. **Adv. Agcy.**—John Falkner Arndt & Co., Inc. Philadelphia, Pa. Norton J. Bond, acct. exec.

WELLINGTON SEARS CO., 65 Worth st., New York 13, N. Y. Cotton and synthetic textiles (auto headlining fabrics). Richard G. Conant, pres. **Det. Rep.**—C. K. Saunders, Wellington Sears Co., 2070 Penobscot bldg. **Adv. Agcy.**—Ellington & Co., New York, N. Y. William A. Bartel, acct. exec.

WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, induction and dielectric generators, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Wm. Nixon, secy.-treas.; Lloyd C. Poole, chief engr.; George Ducharme, plant supt.; George Enk, sales mgr.; Wm. H. Smith, mgr. sales dept.; M. C. Lambe, pur. agt. **Adv. Agcy.**—Hopcraft-Keller, Inc., 1611 Kales bldg. Detroit, Mich. John Van Wart, acct. exec.

WEST DISINFECTING CO., 42-16 West st., Long Island City 1, N. Y. Disinfectants, deodorants, soaps, cleaners. James E. Marcuse, pres.; L. J. Oppenheimer, vice-pres., secy.; Alfred Kirsh, treas.; John A. Manley, gen. mgr.; T. Z. Van Raalte, adv. mgr.; William C. Wallstein, pur. agt.; Martin Yunker, traf. mgr. **Det. Rep.**—H. A. Winch, 2760 Third ave. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. William Ennis, acct. exec.

WESTCLOX, Div. General Time Corp., La-Salle, Ill. Automobile clocks. J. L. Bruce, ind. sales mgr. and contact man; A. J Wilson, pres.; A. J. Hasselman, gen. mgr.; W. J. Richards, wks. mgr.; H. J. Wagner, gen. sales mgr.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., Bloomfield, N. J. Incandescent and fluorescent lamps. Gwilym A. Price, pres.; R. C. Stuart, vice-pres. in chge. lamp div.; R. E. Ebersole, staff asst. to vice-pres.; Frank Paeske, miniature and sealed beam lamp sales mgr.; H. E. Plishker, lamp sales mgr.; H. L. Niederauer, adv. & sales prom. mgr. F. Esser, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. P. F. Bilden, acct. exec.

WESTINGHOUSE RADIO STATIONS, INC., 1625 "K" st., N. W., Washington 6, D. C. Operates radio stations in Boston, Springfield, Philadelphia, Pittsburgh, Ft. Wayne, Portland, Ore., and a television station in Boston. Walter Evans, pres.; Joseph E. Baudino, vice-pres.; E. R. Borroff, sales mgr.; W. B. McGill, adv. mgr. **Det. Rep.**—Free E. Peters, Wm. Bryan, Penobscot bldg. **Adv. Agcy.**—Gray and Rogers, Philadelphia, Pa.

WETTLAUFER MFG. CORP., 19000 W. Eight Mile rd., Detroit 19, Mich. Design and product engineering, sheet metal experimental fabrication, wood forms and patterns. E. G. Wettlaufer, pres.; A. J. Wettlaufer, sales mgr.; J. MacKenzie, treas.; O. C. Davidson, plant mgr.; R. J. Grubba, chief engr.; H. A. Davidson, pur. agt.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pil-wrench—locking type. Samuel Kresberg, pres.; E. J. St. Laurence, vice-pres.; Louis Rosenberg, treas., gen. and sales mgr. **Adv. Agcy.**—Picard, New York, N. Y.

WHEEL WEIGHTS, INC., 21471 Mound rd., Van Dyke, Mich. Wheel balance weights. M. J. Hume, pres.; Helen Berghoff, secy.; G. Wm. Thibault, gen. mgr.; R. J. Zaebst, asst. gen. mgr.; H. D. Eckhout, wks. mgr.; M. J. Gimont, traffic mgr. **Adv. Agcy.**—Holden, Clifford, Flint, Inc., Detroit, Mich. Robert LaRue, acct. exec.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres., treas.; Z. W. Wheland, secy.; H. F. Griscom, gen. mgr.; K. L. Landgrebe, works mgr. **Det. Rep.**—J. Fred Selman, 33 Oxford rd., Pleasant Ridge, Mich. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington ave., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres., gen. mgr.; T. A. Voelker, vice-pres. chge. Philadelphia branch; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, vice-pres., sales mgr.; Ivan Cloud, chief engr.; D. E. Stewart, ind. sales mgr.; P. B. Melcher, replacement sales mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 16840 Kercheval, Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. White lubricator (upper cylinder oiler), mirochrome door handle plate. Henry L. White, pres., chief engr.; Richard S. Douglas, vice-pres, sales mgr.; Raymond A. Masse, secy.; Samuel Hesketh, treas.; Lily P. White, office mgr.

WHITE & BAGLEY CO., 100 Foster st., Worcester 8, Mass. Motor oils, gear oils, greases, specialties. Herbert P. Bagley, pres.; Edwin G. Bagley, secy. and treas.; George J. Nurse, sales mgr.; Mary T. Holland, adv. mgr.; Ernest W. Foster, pur. agt.; John W. Moulton, traffic mgr.

WHITE MOTOR CO., Cleveland 1, O. Trucks, buses. Robert F. Black, pres.; J. N. Bauman, vice-pres., chge. sales; Vollmer W. Fries, vice-pres., chge. prod.; F. S. Baster, vice-pres., chge. engrg.; Paul Rice, secy.; Karl Roesch, gen. mgr., bus. div.; Harold O. Hoffman, treas.; Joseph F. Adams, dir. of pur.; William B. Terbeek, wks. mgr.; G. C. Frank, tech. asst. to pres.; Paul Gillan, chief engr. **Adv. Agcy.**—D'Arcy Adv. Agency, Cleveland, O. J. C. Toedtman, acct. exec.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, pres.; T. C. Whitehead, vice-pres.; Geo. W. Schreck, secy.; James F. Whitehead jr., treas.

WICO ELECTRIC CO., Phelon ave., West Springfield, Mass. Magnetos, cigaret lighters for automobiles, autostops. K. A. Harmon, pres.; E. W. Deck, vice-pres., chge. mfg. H. M. Sauers, vice-pres., chge. sales; A. L. Brownlee, vice-pres., chge. engrg.; A. R. Harmon, treas.; C. G. Waters, mfg. sales mgr.; C. L. Allen, trade sales mgr.; O. H. Tift, asst. trade sales mgr.; M. F. Allen, adv. serv. mgr.; A. L. Brownlee, chief engr.; D. B. Sistare, pur. agt.; L. A. Whiting, traf. mgr.; H. F. Burke, personnel mgr. **Adv. Agcy.**—The Aitkin-Kynett Co., Philadelphia.

WIGGLER CO., 71 Leroy ave., Buffalo 14, New York. Windshield visors, mechanical directional signal for trucks. George J. Zeis, owner; Raymond M. Zeis, gen. mgr.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. of sales serv.; George P. Allen, pur. agt. **Adv. Agcy.**—Donald W. Gardner, 41 Mt. Vernon st., Boston, Mass.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, piston-pin removing tool, cylinder de-glazer, piston groove cleaner, lathes, gauges. F. W. Wilkening, pres.; W. S. Loeb, vice-pres.; W. E. Wilkening, vice-pres. in chge. of sales; H. E. Gerstley, vice-pres., treas.; D. A. Cowhig, vice-pres. and gen. mgr.; S. S. Evans, replacement sls. mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Braendel, chief engr.; F. Solis-Cohen, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc., 19250 James Couzens hwy. **Adv. Agcy.**—Al Paul Lefton Co., Inc., Philadelphia 3, Pa.

WILLARD STORAGE BATTERY CO., 246-286 E. 131st st., Cleveland 1, O. Storage batteries, dry batteries, cables and cable accessories, battery service equipment. C. E. Murray, exec. vice-pres.; B. H. Shaffer, vice-pres., chge. mfg.; H. A. Gardner, treas.; J. E. Hatfield, wks. mgr.; F. R. Somers, vice-pres., chge. sales; G. A. Borchik, replacement sales

(Continued on Page 226)

Who's Who in Auto Industry

(Continued from Page 225)

mgr.; H. C. Nequs, mdse. mgr.; C. F. Oestermeyer, mgr. sales engr.; C. H. Endress, chief engr.; F. L. Kulow, pur. agt.; R. Stadick, traffic mgr.; R. A. Risk, mgr. rel. lines sales; J. C. Van-Allen, mgr. mfrs., sales. **Det. Rep.**—L. P. McCarthy, G. I. Lyman, 415 Curtis bldg., 2842 W. Grand blvd., Detroit. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. R. E. Pfleger, acct. exec.

WILLEY'S CARBIDE TOOL CO., 1340 W. Vernor hwy., Detroit 1, Mich. Tungsten carbide tools of all kinds; special cutting tools; tungsten carbide tool grinders; diamond tools; wheel dressers. F. H. Willey jr., pres. and gen. mgr.; J. V. Rutten, vice-pres.; T. H. Goddard, secy.; S. D. Currier, works mgr.; Joe Kott, chief engr.; M. G. Rumora, pur. agt. **Det. Reps.**—R. Schulz, John Kenealey. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

WILLIAMSEN BODY & EQUIPMENT CO., 9th and Wall, Ogden, Utah. Commercial truck and trailer bodies and trailer chassis. Lorenzo C. Williamsen, pres.; L. Clair, Williamsen, vice-pres., chief engr.; Ronald E. Urry, secy.-treas., pur. agt.; Jack R. Williamsen, shop foreman; F. E. Stephens, sales mgr.

WILLMARK RESEARCH CORP., 250 W. 57th st., New York 19, N. Y. Efficiency service for business, market and marketing research. Mark Bernstein, pres.; William Bernstein, secy. and treas.; Maxwell I. Schultz, exec. vice-pres.; Leigh F. Hall, vice-pres. and sales mgr.; W. Chorost, vice-pres. and controller; Robert Bernstein, vice-pres. and dir. research. **Adv. Agcy.**—Bisberne Adv. Co., Chicago, Ill.

WILLYS-OVERLAND MOTORS, INC., N. Cove blvd., Toledo 1, O. Jeeps, 2 and 4-wheel drive station wagons and trucks, sedan deliveries, passenger cars. Ward M. Canaday, pres., chmn. of bd.; Charles E. Sorenson, vice-chmn. of bd.; George W. Ritter, exec. vice-pres., gen. counsel; Raymond R. Rausch, vice-pres., exec. asst. to pres.; William E. Paris, vice-pres. chge. mfg.; Howard P. Grove, vice-pres., chge. sales; Delmar G. Roos, vice-pres., engr. consultant; George L. Palmer, treas.; Milton McCreery, secy.; Marcel F. DeMuller, pres. Willys-Overland Export Corp.; W. H. Peters, mgr. mfg.; G. E. Lyons, gen. sales mgr.; K. M. Mueller, sales admin. mgr.; Harry L. Swan, dir. of adv.; D. H. Smith, sales prom. mgr.; Robert Montgomery, gen. parts and serv. mgr.; C. W. Frick, fleet and truck sales mgr.; S. E. Brennan, bus. mgt. mgr.; G. J. Edelstein, dir. pur.; C. R. Paton, dir. of engrg.; Marden R. Bishop, dir. pub. rel.; E. J. Hingst, off. serv. mgr. **Adv. Agcy.**—Ewell & Thurber Assoc., Toledo 4, O. Hal Thurber and James A. McPhail, acct. execs.

WILSON CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Sun Visors, exhaust extensions, license plate brackets, port grilles, Glow-Trim, name plates. William B. Sandler, pres., sales mgr.

WILSON, K. R., 215-217 Main st., Buffalo 3, N. Y. Automotive service tools and shop equipment; hand, air, motordriven hydraulic presses; industrial power units and electric plants. E. J. Reichelderfer, gen. mgr.; C. Merle Newman, wks. mgr.; Donald D. Gulling, gen. sales mgr.; D. F. Lindgren, adv. mgr.; Grant F. Silliman, chief engr.; Wm. F. Bensman, pur. agt. **Adv. Agcy.**—H. J. Weil, Inc., Buffalo, N. Y. James Wells, acct, exec.

WILTON WOOLEN CO., Wilton, Me. Earl B. Foss, pres.; Roy P. Gifford, treas.; C. C. Sweet, C. Francis Egan, and E. J. Ewing, vice-presidents; Kenneth R. Gifford, secy. Mfg. automotive fabrics. **Det. Rep.**—Edward J. Ewing, 424 New Center bldg.

WISCONSIN MACHINERY & MFG. CO., 6048 W. Beloit rd., Milwaukee 14, Wis. Pistons (alum. and iron), sleeves (liners), sleeve assemblies. L. E. Vogel, pres., treas., gen. mgr.; O. W. Brown, vice-pres., sales mgr.; D. B. Kuenzli, secy., pur. agt.; P. Schreck, wks. mgr. **Det. Rep.**—R. Talbott.

WITCO CHEMICAL CO., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, vibration dampeners, protective coatings. R. I. Wishnick, pres.; William Wishnick, secy.; F. C. Wissemann, treas.; B. L. Lewis, sales mgr. (automotive div.); W. F. Twombly, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

WIX ACCESSORIES CORP., Gastonia, N. C. Oil filters, replacement cartridges (automotive and industrial). A. H. Sims, pres.; L. G. Alexander, exec. vice-pres.; W. S. Barfield jr., vice-pres. and treas.; P. G. Crawshaw, vice-pres. sales; R. W. Owen, asst. sales mgr.; Arthur Hull-Ryde, vice-pres., sales mgr.; P. L. Francois, equip. sales rep.; A. A. Wilson, mgr. ind. div. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P.O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales and adv. mgr.; Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; Arthur G. Reiser, chief engr.; A. A. Nelson, pur. agt. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf plan of service merchandising. John E. Wolf, pres.; J. C. Holman, vice-pres.; J. C. Geary, dealer relations.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; E. E. Bellen, secy. and treas.; W. B. Smith, refinery supt.; W. J. Scott, pur. agt.; L. R. Cavanaugh, traffic mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline Pumps, barrel pumps, grease dispensers, oil dispensing equipment, islanders, tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; H. J. Wesley, vice-pres. and treas.; S. W. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; G. E. Woolfson, adv. mgr.; W. M. Hoxie, serv. mgr.; Robert Allen, chief eng.; R. L. Borgeson, pur. agt.; H. C. Stamer, traffic mgr. **Det. Rep.**—T. G. Downey, 7310 Grand River ave., Detroit, Mich. **Adv. Agcy.**—Morey, Humm & Johnstone, Inc., 350 Fifth ave., New York 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, body insulations, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; W. F. Skinner, sales mgr.; R. T. B. Peirce, F. L. Chadwick, asst. sales mgrs.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traffic mgr.

WOODLETS, INC., Portland, Pa. "Ozium" the Glycol-ized air freshener, "Ozex" the finger-tip insect spray; disposable windshield wipers, paper towels, auto cleaners, paper coasters, and place mats for advertising purposes. Geoffrey H. Wood, pres. and gen. mgr.; W. E. Vaughan, vice-pres.; R. M. Carpenter, works mgr.; Douglas Beattie, adv. mgr. **Det. Rep.**—K. P. Veira, 5090 Dailey ave., Detroit 4, Mich. **Adv. Agcy.**—J. J. Gibbons, 200 Bay st., Toronto, Ont.

WOODWORTH SPECIALTIES CORP., 182 Broad ave., Binghamton, N. Y. Bumper jacks, tire chains, emergency chains, spring clips (passenger car), indicator calipers, wire forms, sheet metal stampings. C. B. Woodworth, pres., gen., sales, adv. and sales prom. mgr., pur. agt., bus. mgt. dir.; R. A. Woodworth, vice-pres., works mgr., chief engr.; R. R. Woodworth, secy., asst. sales and traffic mgr.; C. B. Woodworth jr., treas.

WOOSTER RUBBER CO., Bowman st., Wooster, O. Rubbermaid kar-rugs. James R. Caldwell, pres. and gen. mgr.; Donald E. Noble, secy. and treas.; J. Robert S. Conybeare, gen. sales mgr.; Rodney Hazlett, automotive sales mgr.; Guilford G. Johnson, adv. mgr; Leland B. Hart, chief engr.; Ray A. Griffith, pur. agt.; Al Kley, traffic mgr. **Adv. Agcy.**—McDaniel, Fisher, Spelman, Akron, O. Loos, acct. exec.

WORCESTER PRESSED STEEL CO., 100 Barber ave., Worcester 6, Mass. Metal stampings, cold rolled strip steel. Carter C. Higgins, pres. and gen. mgr.; Maynard F. Carter, compt. and secy.; John W. Higgins, chmn. of bd. and treas.; Owen H. Wenning, sales mgr.; George E. Gates, asst. sales; Carroll C. Fletcher, pur. agt. **Det. Rep.**—Quigley & Milke, 7-133 General Motors bldg.

WORLD BESTOS, P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings. D. H. Spicer, pres., gen. mgr.; William Nanfeldt, vice-pres.; L. G. Kersgard, asst. to pres.; H. Sorensen, pur. agt.; W. H. Rogge, mgr. repl. sales. **Det. Rep.**—(Original Equipment)—Homer B. Sission, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORMAN, INC., LAUREL C., 1511 Madison ave. and 1621 Madison ave., Toledo 1, O. L. C. Worman, pres., treas., pub. rel. mgr.; L. J. Vinings, vice-pres. and gen. mgr. Jee-Cab div.; Ruth W. Worman, secy.; J. Oliver Pore, gen. mgr., Willys div.; R. J. Krugh, gen. mgr., Packard div.; E. Smith, sales mgr., packard div.; Bill Sheahan, sales mgr., Willys div.; Kenneth Gregson, Louis Hirth, parts and service mgrs.

WORTHINGTON PUMP AND MACHINERY CORP., Harrison, N. J. Balanced angle vertical compressors. H. C. Ramsey, pres.; E. J. Schwanhausser, exec. vice-pres.; W. H. Feldmann, vice-pres., chge. sales; H. A. Feldbush, vice-pres. engrg.; J. J. Summersby, vice-pres. pur.; R. E. Marshall, secy.; H. A. Bellows, treas.; E. J. Tribble, wks. mgr.; T. J. Kehane, sales mgr.; J. O. Glenn, mgr. mdse. div.; R. P. March, adv. mgr.; L. Gardner, asst. mdse. div.; W. J. Denholm, serv. mgr.; F. W. Thomas, gen. mgr. pur.; R. Travisano, traffic mgr. **Det. Rep.**—C. S. Wentworth, 2824 E. Grand blvd., Detroit 11. **Adv. Agcy.**—James Thomas Chirurg Co., Inc., Boston, Mass., and New York, N. Y. Bayard Allis, acct. exec. (N. Y. C.).

WRIGHT HOIST DIV., American Chain & Cable Co., Inc., York, Pa. Hand-operated and electric hoists, overhead traveling cranes. W. F. Wheeler, chmn. of bd.; C. N. Johns (N.Y.), pres.; E. J. Williams, (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske (Bridgeport), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago 11, Ill. Wallace Meyer, acct. exec.

WUDEL MFG. CO., EDMUND J., 6082 Ferguson dr., Los Angeles 22, Calif. Spark plug cleaners, spark plug testers, fan wrenches for servicing water pump, socket and screw driver holders, knock-free grease tool, piston ring tool, Crisilite (Abrasive) for spark plug cleaning. For all makes of cleaners. Edmund J. Wudel, owner; Ruth Wudel, secy., treas.

WYNN OIL CO., 1151 W. Fifth st., Azusa, Calif. Chemical lubrication additive, oil, grease and fuel additives. Carl E. Wynn, pres. and gen. mgr.; Norman S. Maxwell, vice-pres.; Beatrice P. Wynn, secy. and treas.; Elmer A. Foss, prod. mgr.; John C. Plummer, sales mgr.; Scotty Maxwell, adv. mgr.; David P. Fischer, chief engr.; Clifton Wynn, pur. agt.; Gilbert V. McCutchan, traffic mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Los Angeles, Calif. Paul Russell, acct. exec.

WYZENBEEK & STAFF, INC., 223 N. California ave., Chicago 12, Ill. Flexible shafts and flexible shaft machines, polishers, sanders, speed saws, hole cutters, wear test meter. A. Wyzenbeek, pres.; W. D. Mishler, vice-pres. chge. sales and adv.; Harry C. Cork, vice-pres. chge. prod.; W. Sheppard, pur. agt.

X

"X" LABORATORIES INC., 25 W. 45th st., New York, N. Y. Radiator maintenance items and car washes. "X" radiator liquid sealer; "X" block liquid; "X" water pump lubricant and rustoff; "X" super flush (acid); "X" radiator flush (alkaline); "X" powder and liquid karwash. E. R. Tolfree, pres.; L. Costabile, secy. and treas.; Edgar S. Giles, pur. agt.; George I. Klein, sales mgr. **Adv. Agcy.** — Humber & Jones, New York, N. Y. Ralph Jones, acct. exec.

XCELITE INC., Thorne ave. and Bank st., Orchard Park, N. Y. Screwdrivers, nut drivers, pliers, wrenches. F. B. Farrington, pres.; John O. Olsen, vice-pres.; Howard S. Langworthy, secy.; John N. Petre, treas.; A. S. Warden, sales mgr. **Det. Rep.** — Lawrence F. Zaffina Co., 14611 Alma ave., Detroit 5, Mich. **Adv. Agcy.**—Melvin F. Hall Advertising Agency, Inc., Buffalo, N. Y.

Y

YANKEE METAL PRODUCTS CORP., 25 Grand st., Norwalk, Conn. All lighting equipment for cars and trucks, mirrors, fire extinguishers, directional signals, oil flares, etc. Benjamin Putterman, pres.; Harold Putterman, vice-pres. and treas.; Milton Putterman, secy., adv. and sales prom. mgr.; Beadye Emmer, asst. sales mgr.; Edward Lippman, asst. sales mgr.; Irving Fass, pur. agt. **Det. Rep.**—Wm. Kinmont, c/o B. L. Maas & Assoc., 731 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Reiss Advertising, New York, N. Y. B. M. Reiss, acct. exec.

YOUNG RADIATOR CO, 709 S. Marquette st., Racine, Wis. Radiators, coolers, heaters, engine jacket water coolers, evaporators, condensers, evaporative condensers and coolers, unit heaters, convector radiators, oil coolers, intercoolers. F. M. Young, pres. and gen. mgr.; J. J. Hilt, vice-pres.; W. H. Schleck, secy. & treas.; L. C. Pfost, wks. mgr.; K. E. Yeager, supt. chge. prod.; W. G. Schlichting, sales mgr. (heating, cooling and air conditioning); G. T. Neudeck, asst. sales mgr. (contract products div.); H. J. Kinkade, sales mgr. (oil field and heavy equip.); H. F. Brinen, chief research engr.; W. V. Astrup, chief engr.; W. E. Becker, pur. agt.; D. V. Coon, adv. mgr.; Clarence LaMere, serv. mgr. **Det. Rep.**—W. J. Hacht & Assoc., 919 S. Main st., Royal Oak, Mich., Tel. Lincoln 4-0033. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

YOUNG SPRING & WIRE CORP., L. A., 9200 Russell st., Detroit 11, Mich. Automobile cushions and back springs; mechanical springs; wire shapes and forms; metal garnish mouldings; instrument boards. Grant L. Cook, chmn. of bd.; N. D. Ely, pres.; T. Couper, vice-pres., sales and adv. mgr.; P. J. Gallette, gen. sales mgr.; A. W. Ackerman, secy. and treas.; G. P. Nelson, chief engr.; G. L. Ouellette, pur. agt.; W. A. Hower, traffic mgr. **Adv. Agcy.** — Zimmer-Keller and Calvert, Inc., Detroit, Mich. Warren H. Chittenden, acct. exec.

Z

ZAC-LAC PAINT & LACQUER CORP., 350 Simpson st., N.W., Atlanta, Ga. Synthetic enamels, lacquers, undercoats, thinners, varnishes. L. G. Zachos, pres. and gen. mgr.; M. E. Zachos, vice-pres., secy. and treas. George L. Zachos, wks. mgr.; R. E. Beverly jr., sales and adv. mgr. **Adv. Agcy.**—Richardson, Sanders & Sample, Atlanta, Ga.

ZAIGER CORP., THE, 589 Essex st., Lynn, Mass. Windshield wiper blades, windshield wiper arms, automotive switches, windshield (electric) defrosters. Max Zaiger, pres., treas.; Albert Zaiger, sales mgr.; I. Nesson, chief engr.; R. L. Kline, purchasing. **Det. Rep.**—Motor Car Materials Ltd., Room 7-259 General Motors bldg., Detroit, Mich.

ZENITH CARBURETOR DIV., Bendix Aviation Corp., 696 Hart ave., Detroit 14, Mich. Carburetors, governors, fuel filters. G. C. Fricke, gen. mgr.; H. E. Winter, works mgr.; Fred E. Williams, sales and adv. mgr.; H. B. Steele, asst. sales mgr.; Karl F. Deck, serv. mgr.; E. M. Bimberg, chief engr.; G. I. Udell, pur. agt.; Robt. Sawyer, traffic mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich.

ZINK CORP., HOWARD, Jackson and Lynn sts., Fremont, O. Seat covers, truck seat covers, bicycle seat covers, saddle bags, auto body hardware, trimming supplies, decalcomania transfers. Howard E. Zink, pres. and gen. mgr.; C. M. Werling, J. D. Zink, vice-presidents; W. A. Zink, secy., sales and sales prom. mgr.; N. S. House, treas.; L. V. Boyer, works mgr.; Miss Jean Younglove, adv. mgr.; R. J. Beeker, asst. gen. sales mgr.; C. L. Cole, pur. agt.; C. J. Leins, asst. pur. agt.; M. Hoffman, traffic mgr.; E. Hausman, pub. rel. mgr. **Det. Rep.**—P. J. Hough, 3391 Sherbourne rd., Detroit 21, Mich. **Adv. Agcy.**—Blaco Adv. Agency, Toledo, O. Less Crowl, acct. exec.

ZOERMAN-CLARK MFG. CO., INC., 626 N. Mechanic st., Jackson, Mich. Reamers Pullers, screwdrivers, pliers, hammers, flaring dies. R. L. Fransted, pres. treas.

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(from the July 1906 issue of a leading automotive magazine)

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Milestones in the Development of Transportation

No one has successfully written the complete chronology of transportation. Man have tried. But when you consider that to start such a task you have to go back to the alleged first steam engine built by Hero of Alexandria in 130 B.C., you have an appreciation of the amount of ground to be covered. Automotive News hopes this yearly compendium may help.

130 B. C.

Hero of Alexandria built first steam engine of record.

1250 A. D.

Roger Bacon prophesied the coming of horseless carriages. Grand Canal of China constructed.

1487

Lock canal constructed at Milan, Italy, on Leonardo da Vinci's plan. His geared wheel belongs to a slightly earlier period.

1560

"Carriages without horses shall go"—prophecy of Mother Shipton.

1619

English patent granted to Ramsay and Wildgoose for "drawing carts without horses."

1644

Jean Theson granted a French patent on horseless carriage propelled by two seated men.

1649

Hutsch in Germany and Richard in France made autocars propelled by passengers.

1655

Fr. Verbiest in China applied steam to propulsion of a carriage, by applying a steam jet to a small windmill mounted on wheels.

1689

Model steam engine produced on lines suggested by Sir Isaac Newton; resembled Hero's in principle.

1690

Denis Papin invented earliest piston-and-cylinder steam engine; applied this to a carriage and made it move.

1695

Sir Humphrey Mackworth applied sails to his wagons on the trainway at his colliery at Neath, South Wales.

1748

Vaucanson drove before Louis XV a carriage propelled by clockwork springs.

Benjamin Franklin's successful electrical jump-spark experiment.

1769

Capt. Nicholas Joseph Cugnot built a steam tractor for French artillery use, the first self-propelled vehicle constructed for definite use as contrasted with experimentation.

James Watt patented, after experiments beginning in 1764, his separate condenser for steam engines, and other improvements increasing the effectiveness of steam power.

1784

William Murdock, associate of Watt, successfully tested a small steam carriage now in the British Museum.

1787

Oliver Evans secured right to use Maryland roads for a steam carriage.

1789

Nathan Read drove a paddlewheel steamboat at Danvers, Mass.

Oliver Evans took out first American patent on a self-propelled road vehicle. Patent issued by State of Maryland.

1800

Sir George Medhurst patented an explosive (gunpowder) engine and proposed to apply this to a carriage.

1801-02

Richard Trevithick built and drove successfully a steam engine (London, England).

1807

Fulton's Clermont, paddle-wheel steamship, began to ply between New York and Albany.

1818

Rudolph Ackerman patented in England a tangential steering device originated in Munich by George Lankensperger, the first to work the modern principle of rounding corners.

1820

Farish and Cecil built explosion engines using hydrogen gas.

1821

Julius Griffiths of England patented a steam carriage, which was well constructed by the famous mechanic, Bramah.

1824

W. H. James produced his first steam carriage, which aroused wide interest in the mechanical world.

Burstall and Hill's steam "drag."

1825

Two American steam carriages appeared, one by T. W. Walker, in Edgar County, Ill., and one in Springfield, Mass., by Thos. Blanchard, who received the endorsement of the Massachusetts Legislature.

London amazed by a carriage drawn by kites.

1827

England entered actively into the building of steam carriages, with Walter Hancock and Sir Goldsworthy Gurney leading. Hancock is credited with being the first to use chain transmission and to make tight metallic joints capable of withstanding high steam pressures.

1829

First successful use of planet gearing—Paris.

First locomotives imported into United States.

1831

Select committee of British Commons held hearings to review the progress of mechanical transport; decided steam carriages were not harmful to roads. Nevertheless, power vehicles were discriminated against for the next 60 years in England.

First railway locomotive built in United States.

1833

Richard Roberts of Manchester, England, applied differential gearing to a steam carriage.

1835

Dietz credited with being the first to use solid India rubber tires.

Comte d'Asda drove a Maceroni and Squire steam carriage from Brussels to Paris.

1839

Robert Anderson of Aberdeen, Scotland, drove a carriage powered by a primitive electric motor. The first electric carriage.

1841

First tractor, or steam "cart horse," by William Worby of England, appeared.

F. Hill's steam carriage did 25 miles per hour and covered 128 miles in one day over heavy roads.

1844

S. Perry patented air and water cooled engines; tube ignition.

1845

Robert William Thompson of England patented the pneumatic tire.

1846

The caterpillar tractor appeared.

1851

W. M. Storm patented an engine in which gas was compressed before ignition and fired by a jump spark.

1855

Drake (United States) introduced incandescent metal as ignition method for gaseous mixtures.

1856

Single front steering wheel first mentioned—Lotz.

Richard Dudgeon of New York City built his first steam carriage.

1860

Lenoir of Paris perfected the gas engine, using electric spark ignition. Placing one in a carriage, he made a three-mile trip.

1862

Beau de Rochas suggested the four-cycle motor.

1865

Important patents granted to Mackenzie in England covering intermediate clutch or "disconnecting device," etc.

Brothier in Paris demonstrated a compression type motor.

Great Britain, after a long series of restrictive laws, placed on the statute books a law requiring a self-propelled vehicle to be preceded by a man carrying a red flag.

1866

Otto and Langen brought out their improved gas engine using the four-cycle sequence; patented in United States the next year.

1867

Thompson placed pneumatic tires on steam carriages.

1868

Charles Ravel of Paris produced a steam tricycle with direct drive.

1871

Dr. J. M. Carhart built at Racine, Wis., a steam buggy.

(Continued on Page 228)

SIX BEST SELLERS

Las-stik WAX-TREATED POLISHING CLOTH

—the original and the outstanding leader in its field.

Las-stik MIGHTY MITT

For dusting and washing the car and use in the home. Heavy, tough Chenille, packed in clear plastic bag.

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Keeps windshields free from fog and steam.

Las-stik CLEANING PADS for White Side Wall Tires

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Order from your jobber

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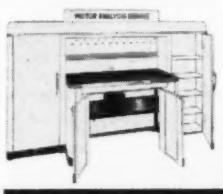
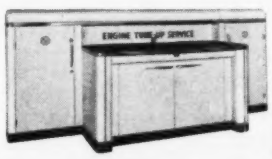
Hamilton, Ohio



SERVICE MERCHANDISER MODEL 9200

Steel over 1-piece welded frame. Complete with fluorescent light, blow gun and many other handy features. Nat-Flex* top.

* T. M. Reg.



"LOW BOY" SERVICE MERCHANDISER MODEL 9205

Versatile combination of Work Bench and cabinets. Nat-Flex* top. Includes parts washer, fluorescent light, blow gun and retracting 6-ft. air hose.

SHURE-BUILT SERVICE EQUIPMENT

MAKES YOUR SHOP QUALIFIED • DEPARTMENTIZED • CLEAN

Everywhere shops like Arlin Oldsmobile in Clayton, Mo., are installing Shure-Built Service Equipment. A Shure-Built Departmentized shop creates confidence, attracts new customers and increases sales to present customers.

If it's Shure-Built, it's QUALITY.

Partial view of Service Dept., Arlin Oldsmobile, Clayton, Mo.

Shure MANUFACTURING CORPORATION
1601 S. HANLEY RD. • ST. LOUIS 17, MO.

Contract items made to specifications... phone, write or wire

SUCCESSOR TO MANUFACTURING DIVISION OF NATKIN & CO.

SERVICE MANAGER'S MERCHANDISER MODEL 9320

Sells profitable accessories and chemicals. Lighted shelves and inclined panel. Space for job tickets, records and manuals.

MATCHING CABINETS MODEL 9275

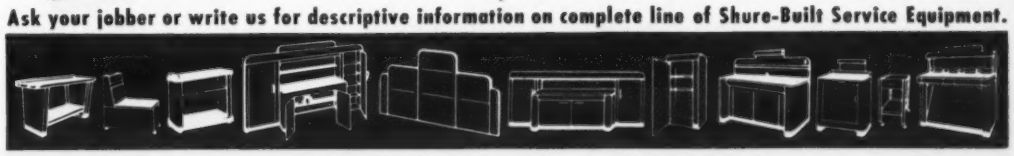
Matching Storage Cabinets may be used alone, joined 2 or 3 together or with Shure-Built Service Equipment. Fit flush against wall; smooth appearance. 60" high.

Model 9175 same as 9275 except 48" high.

APPEARANCE SERVICER MODEL 9525

This portable "polishing department" moves to job quickly, easily. Ample room for all cleaning and polishing equipment. Non-skid top for safe standing area.

Ask your jobber or write us for descriptive information on complete line of Shure-Built Service Equipment.



Cost of Operating Cars in Designated Territories

	Fixed Costs per day	Total per Mile Cost (in cents)	*Depr. adj. per 1,000 miles
Portland, Ore	$1.54	3.50	$11.00
San Francisco, Cal	1.68	3.20	11.30
Spokane, Wash.	1.48	3.95	11.10
Sacramento, Cal.	1.60	3.60	11.30
Boise, Ida.	1.40	4.00	10.80
Tucson, Ariz.	1.49	3.80	11.00
Butte, Mont.	1.46	3.90	10.60
Denver, Colo.	1.47	3.80	10.45
Las Vegas, N. M.	1.50	3.80	10.65
El Paso, Tex.	1.39	3.60	10.65
Omaha, Neb.	1.36	3.75	9.95
Dodge City, Kans.	1.36	3.50	10.30
Corpus Christi, Tex.	1.39	3.55	10.50
Duluth, Minn.	1.49	3.40	10.05
Des Moines, Ia.	1.39	3.10	10.10
Kansas City, Mo.	1.45	3.20	10.10
Joplin, Mo.	1.46	3.45	10.20
St. Louis, Mo.	1.47	3.20	10.05
Tulsa, Okla.	1.48	3.30	10.30
Fort Smith, Ark.	1.41	3.70	10.30
Houston, Tex.	1.38	3.15	10.40
Jackson, Miss.	1.41	3.75	10.30
New Orleans, La.	1.41	3.80	10.35
Chicago, Ill.	1.48	3.10	9.95
Milwaukee, Wis.	1.41	3.15	9.80
Louisville, Ky.	1.37	3.45	10.10
Nashville, Tenn.	1.41	3.40	10.10
Birmingham, Ala.	1.41	3.50	10.15
Traverse City, Mich.	1.32	3.30	10.10
Youngstown, O.	1.49	3.10	10.05
Syracuse, N. Y.	1.47	3.20	9.85
Elmira, N. Y.	1.46	3.05	9.85
Pittsburgh, Pa.	1.40	3.30	9.80
Williamson, W. Va.	1.42	3.70	10.25
Chattanooga, Tenn.	1.43	3.70	10.15
Saratoga Springs, N. Y.	1.56	3.30	9.90
New York, N. Y.	1.76	3.05	9.95
Chelsea, Mass.	1.48	3.10	9.95
Bayonne, N. J.	1.58	3.10	9.95
Norfolk, Va.	1.38	3.15	9.95
Charleston, S. C.	1.39	3.25	10.40
Miami, Fla.	1.47	3.40	10.35
AVERAGE, 42 TERRITORIES	$1.46	3.44	$10.29

*Applies to mileage in excess of 18,000 only.

Source: American Automobile Assn.

From 130 B.C. to 1952 . . .

Milestones in Transportation

(Continued from Page 227)

1872

George B. Brayton, an Englishman living in Boston, applied for a patent on a two-cylinder gasoline engine, "earliest to use fuel oil instead of gas." (Enc. Brit.)

1873

George B. Selden of Rochester, N. Y., began experiments on fuels for internal combustion engines.

In Paris, Amadee Bollee built the famous steam omnibus, L'Obesiante, which 22 years later entered the Paris-Bordeaux race and covered the route.

1875

The State of Wisconsin offered a bounty of $10,000 to the inventors of a successful steam carriage.

1879

Pioneer patent of American automobile industry applied for by George B. Selden.

1880

Lawson of England invented an engine driven by the explosion of gasoline.

1881-82

In France and England, electric tricycles were brought out.

1883

Delamare-Debouteville in France and Edward Butler in England came forward with motor tricycles. Butler's was driven by the explosions of benzoline vapors; the Frenchman's by explosions of illuminating gas. De Dion, Bouton, and Trepardoux began the manufacture of steam cars, one of which won the Paris-Marseilles race of 1897. By 1889 one of their steam drags had hauled heavy loads at 24 m.p.h.

1884

John and Thomas Clegg built the first self-propelled vehicle in Michigan—a four-wheeled steamer. In operation 1885.

The first oil motor car took the road, by Delamare-Debouteville and Malandin, Paris. The car carried a carburetor by Malandin.

1885

Gottlieb Daimler (Germany) invented his famous petrol-vapor engine on the Otto cycle, the first motor to be manufactured in quantity.

Fernand Forest (France) built a four-cylinder motor and installed improved carburetion.

Carl Benz brought out a three-wheeled motor car, using vapor of benzine.

1886

Daimler applied his engine to a bicycle and developed novel features, notably the bubbling carburetor.

Benz developed a car with improved devices for variable speeds, reaching 15 m.p.h.

1887

Daimler brought out his first car.

Ransom E. Old's first steamer appeared, steam engine being generated by burning gasoline.

Radcliffe Ward's electric cab appeared, followed shortly by his electric omnibus.

1888-89

Leon Serpollet placed his flash or instantaneous generation boiler in a tricycle, then in a carriage. This boiler gave steam cars a new lease on life.

1890

Olds Gasoline Engine Works organized at Lansing, Mich., for $30,000.

1891

Clincher rim patented by Thomas B. Jeffery.

1893

First importation of an automobile in the United States—a Benz shown at the World's Fair, Chicago.

1894

First gasoline automobile driven in Detroit by Charles B. King, later with Olds.

Olds began work on his first gasoline car at Lansing, Mich., and Elwood Haynes at Kokomo, Ind.

Panhard & Levassor, Paris, with French rights on the Daimler motor, led the industry in design, placing the motor under the hood and otherwise creating a car along modern lines.

First road-race, Paris to Rouen, 78 miles. All of the starters finished. Won by de Dion with an average speed of 12 m.p.h.

1895

Olds brought out its first car powered with an internal combustion motor.

Henry Ford begins construction of a quadricycle, driven by a two-cylinder gasoline engine.

First American automobile road race, organized by the Times-Herald, Chicago, won by Duryea.

Paris-Bordeaux race, 732 miles, won by Peugeot on a technicality. Panhard finished first.

Selden Patent granted.

1897

Olds Motor Vehicle Co. organized.

Application made to British Patent Office for electric self-starter by E. J. Clubbe and Alfred W. Southey.

1898

Chambered spark plug patented by Frank W. Canfield, Michigan lumberman.

Aluminum alloy introduced by Haynes.

Electric taxicabs placed in service in New York City.

1899

Olds Motor Works organized and began building in Detroit, first factory for automobile production. This year, too, Pittsburgh Motor Vehicle Co., later Autocar, and St. Louis Motor Carriage Co., later Darris, were formed.

(Continued on Page 229)

1952-Model Standard Specifications

FOUR-DOOR AND TWO-DOOR SEDANS

(EDITOR'S NOTE: Below is a compilation by Automotive News of "salespoint specifications" on standard four-door and two-door sedans in the 1952 lines of U. S. car manufacturers. The specifications are those provided by the manufacturers on Automobile Manufacturers Assn. questionnaires. Deluxe models in certain lines are not listed below where wheelbase and horsepower are the same as for standard models. Fractions have been rounded off to the nearest unit except in the case of wheelbase.)

STANDARD '52 SEDAN 'SPECS'	Wheel Base	Over-all Length	Over-all Width	Overall Height	Type Engine	Brake H.P.	Std. Comp. Ratio	Curb Weight*	Tire Size	A.D. Price
ALLSTATE Four 2-Door	100	177	70	60	L-Hd. 4	68	7.0	2,293	5.90x15	$1,617
ALLSTATE Six 2-Door	100	177	70	60	L-Hd. 6	80	7.0	2,341	5.90x15	$1,753
BUICK Special 4-Door	121½	205	77	63	I-Hd. 8	120	6.6	3,605	7.60x15	$2,193
BUICK Super 4-Door	125½	210	80	63	I-Hd. 8	124	6.9	3,755	7.60x15	$2,545
BUICK Roadmaster 4-Door	130	215	80	63	I-Hd. 8	170	7.5	4,240	8.00x15	$3,178
CADILLAC 62 4-Door	126	216	80	63	V-8	190	7.5	3,983	8.00x15	$3,684
CADILLAC 60 4-Door	130	225	81	63	V-8	190	7.5	4,155	8.00x15	$4,323
CADILLAC 75 4-Door	147	236	80	64	V-8	190	7.5	4,622	8.20x15	$5,428
CHEVROLET Styleline Special 4-Door	115	198	74	64	I-Hd. 6	92	6.6	3,120	6.70x15	$1,674
CHRYSLER Windsor 4-Door	125½	208	76	65	L-Hd. 6	119	7.0	3,660	7.60x15	$2,500
CHRYSLER Saratoga 4-Door	125½	208	76	66	V-8	180	7.5	4,010	8.00x15	$3,217
CHRYSLER New Yorker 4-Door	131½	214	76	66	V-8	180	7.5	4,205	8.20x15	$3,530
CHRYSLER Crown Imperial 4-Door	145½	230	81	68	V-8	180	7.5	5,360	8.90x15	$6,871
CROSLEY Super 2-Door	80	148	50	57	I-Hd. 4	25½	8.0	1,400	4.50x12	$1,033
DeSOTO Deluxe 4-Door	125½	208	75	66	L-Hd. 6	116	7.0	3,550	7.60x15	$2,336
DeSOTO Fire Dome 4-Door	125½	208	75	66	V-8	160	7.1	3,760	7.60x15	$2,741
DODGE Wayfarer 2-Door	115	200	74	64	L-Hd. 6	103	7.0	3,140	6.70x15	$2,038
DODGE Meadowbrook 4-Door	123½	207	74	65	L-Hd. 6	103	7.0	3,355	7.10x15	$2,166
FORD Mainline 6 4-Door	115	198	74	62	OHV-6	101	7.0	3,173	6.00x16	$1,678
FORD Mainline 8 4-Door	115	198	74	62	V-8	110	7.2	3,207	6.00x16	$1,754
HENRY J Vagabond Four 2-Door	100	182	70	60	L-Hd. 4	68	7.0	2,350	5.90x15	$1,449
HENRY J Vagabond Six 2-Door	100	182	70	60	L-Hd. 6	80	7.0	2,375	5.90x15	$1,594
HENRY J Corsair Four 2-Door	100	178	70	60	L-Hd. 4	68	7.0	2,370	5.90x15	$1,617
HENRY J Corsair Six 2-Door	100	178	70	60	OHV-6	80	7.0	2,405	5.90x15	$1,753
HUDSON Pacemaker 4-Door	120	202	77	60	L-Hd. 6	112	6.7	3,460	7.10x15	$2,297
HUDSON Wasp 4-Door	120	202	77	60	L-Hd. 6	127	6.7	3,490	7.10x15	$2,448
HUDSON Commodore 6 4-Door	124	208	77	60	L-Hd. 6	127	6.7	3,600	7.10x15	$2,655
HUDSON Hornet 4-Door	124	208	77	60	L-Hd. 6	145	7.2	3,600	7.10x15	$2,749
HUDSON Commodore 8 4-Door	124	208	77	61	L-Hd. 8	128	6.7	3,620	7.10x15	$2,749
KAISER Virginian 4-Door	118½	215	74	60	L-Hd. 6	115	7.3	3,150	6.70x15	$2,212
KAISER Deluxe 4-Door	118½	211	74	60	L-Hd. 6	115	7.3	3,195	6.70x15	$2,453
LINCOLN Cosmopolitan 4-Door	123	214	78	63	V-8	160	7.5	4,125	8.00x15	$3,489
MERCURY Custom 4-Door	118	202	74	63	V-8	125	7.2	3,390	7.10x15	$2,232
NASH Rambler Custom 2-Door	100	176	74	59	L-Hd. 6	82	7.25	2,420	6.40x15	$2,080
NASH Statesman Super 4-Door	114¼	202	78	62	L-Hd. 6	88	7.1	3,025	6.70x15	$2,160
NASH Ambassador Super 4-Door	121¼	209	78	62	OHV-6	120	7.3	3,480	7.10x15	$2,534
OLDSMOBILE Deluxe 88 4-Door	120	204	76	64	V-8	145	7.5	3,646	7.60x15	$2,311
OLDSMOBILE Super 88 4-Door	120	204	76	64	V-8	160	7.5	3,646	7.60x15	$2,445
OLDSMOBILE Classic 98 4-Door	124	213	76	64	V-8	160	7.5	3,758	7.60x15	$2,767
PACKARD 200 4-Door	122	213	78	63	L-Hd. 8	135	7.0	3,665	7.60x15	$2,528
PACKARD 250 2-Door	122	213	78	62	L-Hd. 8	150	7.0	3,820	8.00x15	$3,293
PACKARD 300 4-Door	127	218	78	63	L-Hd. 8	150	7.0	3,875	8.00x15	$3,094
PACKARD 400 4-Door	127	218	78	63	L-Hd. 8	155	7.8	4,115	8.00x15	$3,767
PLYMOUTH Concord 2-Door	111	188	73	63	L-Hd. 6	97	7.0	2,959	6.40x15	$1,757
PLYMOUTH Cambridge 4-Door	118½	194	74	65	L-Hd. 6	97	7.0	3,068	6.70x15	$1,826
PONTIAC Chieftain 6 4-Door	120	203	76	63	L-Hd. 6	100	6.8	3,273	7.10x15	$2,001
PONTIAC Chieftain 8 4-Door	120	203	76	63	L-Hd. 8	122	6.8	3,363	7.10x15	$2,075
STUDEBAKER Champion 4-Door	115	198	71	61	L-Hd. 6	85	7.0	2,715	6.40x15	$1,757
STUDEBAKER Commander 4-Door	115	198	71	62	V-8	120	7.0	3,065	7.10x15	$2,107
STUDEBAKER Land Cruiser 4-Door	119	202	71	62	V-8	120	7.0	3,165	7.10x15	$2,349
WILLYS Aero Lark 2-Door	108	181	72	60	L-Hd. 6	75	6.9	N.A.	5.90x15	$1,731
WILLYS Aero Wing 2-Door	108	181	72	60	F-Hd. 6	90	7.6	2,570	5.90x15	$1,989
WILLYS Aero Ace 2-Door	108	181	72	60	F-Hd. 6	90	7.5	2,585	5.90x15	$2,074

N.A.: Not available. *Approximate.

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McQUAY-NORRIS
LEAK-PROOF
PISTON RINGS
FOR YOUR CAR

From 130 B.C. to 1952 . . .

Milestones in Transportation

(Continued from Page 228)

Automobile Club of America founded.

A Cleveland-New York record of 47 hours, 24 minutes established by Alexander Winton.

1900

First automobile advertisement placed in the Saturday Evening Post.

First automobile show held in Madison Square Garden, New York City.

National Automobile Manufacturers Assn. formed.

First American cars mounted power plant in front—Columbia, Rambler and Winton.

Packard, Oldsmobile, National, Peerless, Stearns, Knox and Baker Electric organized.

1901

Connecticut enacted the first automobile traffic law.

Roy D. Chapin (Secretary of Commerce, 1932) drove Oldsmobile curved-dash runabout from Detroit to New York City—first light car to make the trip.

First appearance of five-passenger body designs in United States.

David D. Buick established Buick Auto-Vim & Power Co., Detroit.

Notice served on Columbia by Electric Vehicle Co., that suit under Selden patent would be filed.

1902

Cadillac Automobile Co. organized.

Chrome-nickel and tungsten steels introduced.

David D. Buick adapted his marine motor to a "horseless buggy."

Steering wheel supplanting tiller steer.

Peerless first to adopt shaft drive with live rear axle.

Birth of White Steamer, Elmore two-cycle and Locomobile gas car.

1903

Buick Motor Co. organized; capital, $75,000.

One-cylinder Cadillac appeared—1,895 sold the first year.

Ford Motor Co. organized.

Auburn produced its first car, so did Apperson and Marmon.

American Automobile Assn. organized in Chicago.

Windshields, front radiators, tilted steering columns, and canopy tops appeared.

Association of Licensed Manufacturers formed to manufacture under Selden patent—ALAM.

Oldsmobile production of curved-dash runabouts reached 4,000. Automobile production in U. S. reached $6,250,000, nearly half of it being Olds.

Packard moved from Warren, Ohio, to Detroit.

1904

Cadillac Motor Car Co. organized by merger of Cadillac Automobile Co. and Leland & Faulconer.

W. K. Vanderbilt jr. drives mile on Florida beach in 39 seconds.

Innovations: straight-eight engine, shock-absorbers, pressure engine lubrication, automatic carburetors.

1905

Buick production rose to 750 cars.

First Glidden endurance contest won by Pierce-Arrow.

American Motor Car Manufacturers Assn. organized.

Knight invented sleeve-valve engine.

Innovations included magneto ignition locks, roadster and touring bodies.

First Vanderbilt cup race run on Long Island; won by Heath, Panhard.

1906

Buick produced its first four-cylinder engine and first sliding gear transmission. Reo also introduced a four.

Introduction of front bumpers, vibrating horns, asbestos brake linings, high tension magnetos, drop steel frame and air brakes.

1907

Fifth Ave. coach service inaugurated, New York City, and metered taxicabs also appeared there.

Oakland Motor Car Co., Inc., Pontiac, Mich. Thomas-Detroit introduced.

Multiple-disc clutch introduced.

Demountable rims appeared; also magnetic drag-speedometers.

1908

July 22, Fisher Body Co. organized.

Sept. 16, General Motors Co. of New Jersey organized by W. C. Durant and incorporated. Capital increased to $12,500,000 on Sept. 29.

General Motors bought Buick and Oldsmobile.

Ford Model T announced.

Appearance of motor-driven horns, sleeve-valve engines, silent timing gear chains, left-hand steering, unit power plants, and baked enamel finish.

Cadillac won the Dewar Trophy, London, for the greatest contribution to motoring for the year—interchangeability of parts.

1909

General Motors acquired Oakland, Jan. 8, and Cadillac, July 27; also control of AC Spark Plug.

Selden patent sustained by Judge Hough, United States District Court.

Indianapolis Speedway opened.

Here entered electric head-lights, electric generator, four-door bodies, oil gauges on instrument board, etc.

1910

Barney Oldfield cut automobile speed record for the mile to 40.53 seconds from a standing start at Daytona, Fla.

Buick brought out its first six-cylinder car.

Cadillac installed battery ignition.

Left-hand steering introduced on Owen car.

United States Motor Car Corp., a holding company, formed by Benjamin Briscoe.

Reo Speed Wagon appears.

C. W. Nash made Buick president, succeeding W. C. Durant.

1911

Selden patent declared invalid in United States Court of Appeals, Second Circuit, Judge Noyes writing the decision.

W. C. Durant bought Flint Wagon Works, present site of Chevrolet home plant.

Little Motor Car Co. formed to build a light car at Flint, Mich.

Chevrolet Motor Co. of Michigan organized by W. C. Durant.

General Motors Export Co. organized June 14.

U. S. Tire Co. formed.

Automobile Board of Trade, now Automobile Manufacturers Assn. formed.

Knight engine makes American debut on Stearns, Stoddard, Dayton and Columbia.

Chalmers adopts air self-starter.

Electric starting device, by C. F. Kettering, installed on Cadillac. Other innovations of the year: detachable rims, worm gear drive for trucks, improved electric horns.

First automobile securities listed on New York Stock Exchange, General Motors voting trust certificates, July 31,, 1911.

1912

Cadillac pioneered in installing electric self-starter as standard equipment. Won Dewar Trophy, London, for the second time for this contribution, the greatest of the year.

General Motors of Canada organized.

Chevrolet absorbed Little and concentrated manufacturing at Flint.

Briscoe's United States Motors goes into receivership.

1913

National Automobile Chamber of Commerce organized.

Installment paper first used in financing automobile sales—San Francisco Nov. 18, C. W. Nash became president to General Motors in succession to Thomas Neal.

Wire wheels first used on stock cars. Bendix drive.

Ford reaches 1,000 cars a day production.

1914

Cadillac pioneered the V-type, eight-cylinder high-speed engine.

Vacuum fuel tanks made their appearance.

Dodge car brought out. Claims to have had first steel body.

1915

Chevrolet Motor Co. organized in Delaware.

James Couzens retires from Ford company.

Buick brought out its first six and Packard, a 12.

Innovations included aluminum pistons, torsional vibration damper, and self-locking differential.

(Continued on Page 230)

Bridgeport INNER-SEAL

THE WEATHERSTRIP THAT HAS NO EQUAL FOR AUTOMOBILES • TRUCKS • BUSSES

Inner-Seal's unique design and rugged construction make it the strongest and most flexible weatherstripping for automotive applications. A live sponge rubber bead is molded for life onto a flange woven of strong cotton thread and tough springsteel wire all coated with waterproof latex. Inner-Seal is easily fitted around sharp corners and compound curves to provide a tight, contour-conforming seal that excludes drafts, grime, dampness, and noise. Inner-Seal is made in many standard sizes and colors or may be designed especially for your requirements.

Makers also of ● Seaming Lace ● Windlace ● Assist Straps ● Robe Rails For the Automotive Industry

Bridgeport FABRICS, INC.

BRIDGEPORT 1, CONNECTICUT

Est. 1837

DETROIT OFFICE: 732 FISHER BLDG., DETROIT 2, MICH.

From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 229)

1916

W. C. Durant became president of General Motors; Alvan Macauley of Packard, and C. W. Nash of Thomas B. Jeffery Co.

Oct. 13, General Motors Corp. was organized under Delaware law, to acquire all assets of the General Motors Co., a New Jersey corporation.

Fisher Body Corp. organized under New York laws.

United Motors Corp. incorporated, May 16, a merger of Hyatt Roller Bearing Co., Dayton Engineering Laboratories Co., Remy Electric Co., New Departure Manufacturing Co., Periman Rim Corp.

Dec. 31 the subsidiaries were set up as divisions of the General Motors Corp.

1917

Jordan Templar and Columbia, new cars announced at show.

John M. Studebaker died.

General Motors Co. of New Jersey dissolved, Aug. 13.

Steel disc wheels and steel felloes for wooden wheels appeared.

1918

May 2, General Motors Corp. bought Chevrolet Motor Co.

Ethyl gasoline developed by General Motors Laboratories.

General Motors acquired United Motors Corp.; also completed ownership of McLaughlin Motor Car Co., Ltd., and Chevrolet of Canada.

E. I. du Pont de Nemours & Co. announced acquisition of 27.6 per cent interest in common stock of General Motors Corp.

General Motors of Canada, Ltd., incorporated, Oshawa, Ont.

1919

General Motors Acceptance Corp. organized.

Authorized capital stock of General Motors Corp. increased to $1,020,000,000.

Construction of General Motors Building begun in Detroit; completed in 1922, at cost of more than $19,000,000.

Three-fifths interest in Fisher Body purchased by General Motors.

White announces trucks only program. Chandler adds Cleveland line.

1920

General Motors Research Corp. incorporated.

Pierre S. du Pont became president of General Motors.

Dodge Brothers, John F. and Horace, die.

Elmer Apperson, pioneer maker, dies.

1921

Executive offices of General Motors moved to New York City.

W. C. Durant retired from the directorate of General Motors, of which he had been a member since 1908 and formed Durant Motors, Inc., introducing Durant four.

Wills Sainte Claire and Duesenberg straight-eight appear.

Inter-divisional bodies set up by General Motors in integrate policies and practices.

Nickel-plated radiators and lamps.

1922

Balloon tires introduced.

George B. Selden, of Selden patent fame, dies.

Henry Ford buys Lincoln.

Jewett car added to Paige line.

Durant announces the Star.

1923

Alfred P. Sloan jr. became president of General Motors.

Cadillac adopted two-plane compensated crankshaft.

Alemite high-pressure chassis lubrication introduced.

Walter P. Chrysler became president, Maxwell Motor Co.

1924

General Motors Proving Ground purchased near Milford, Mich.

Four-wheel brakes perfected by Buick in 1923, appeared on its 1924 models.

Ethyl Gasoline Corp. formed by General Motors and Standard Oil Co. of New Jersey to market "knockless" motor fuel—component developed by General Motors Research Laboratories.

Oil filters introduced.

W. S. Knudsen became president of Chevrolet.

Alexander Winton retires Winton car to work on Diesel engines.

Walter P. Chrysler introduced the Chrysler Six in the low price field with four-wheel hydraulic brakes.

1925

Yellow Truck & Coach Manufacturing Co. established.

General Motors Truck transferred to it, Aug. 13.

Fisher acquired Fleetwood.

Chrysler Corp., with Walter P. Chrysler as president and chairman of board, organized to succeed Maxwell Motor Co.

Chrysler Corp. of Canada, Ltd., organized.

Automotive News began publication.

1926

Ownership of Fisher Body Corp. completed by General Motors.

E. L. Cord bought Ansted Engineering Co. and Lexington Motor Corp. of Connersville, Ind.

A. R. Erskine, head of Studebaker, gave $25,000 for Harvard traffic survey.

Safety glass introduced.

University of Michigan awarded Henry Ford doctorate in engineering because his "genius brought into being an industry that changed the world."

First Flint cars built in Durant plant at Elizabeth, N. J.

Capital of General Motors Acceptance Corp. increased to $25,000,000.

Societe Anonyme Chrysler in Antwerp, Belgium, organized.

1927

General Motors Corp. distributes to common stockholders $134,836,081, largest sum paid to date in one year by an industrial enterprise.

Ned Jordan announced the famous "Blue Boy" sport touring at $1,745.

Nash said $20,000,000 worth of its stock was owned by employes.

LaSalle introduced by Cadillac.

Chromium plating used on General Motors stock cars.

Chrysler introduced the duplex channel frame.

1928

Willys-Overland built 2,000,000th car.

Syncro-mesh transmission introduced by Cadillac.

Chrysler Corp. acquired Dodge Brothers, Inc., and commenced manufacturing Dodge cars and trucks.

Chrysler Corp. introduced two new cars, the Plymouth four and the DeSoto six, and organized the Plymouth Motor Corp., DeSoto Motor Corp. and Fargo Motor Corp.

Chrysler Export Corporation organized.

Coast-to-Coast bus service introduced.

1929

Hudson celebrated having built 1,779,360 cars in 20 years.

John N. Willys sold his personal interests in Willys-Overland valued at $22,000,000.

Packard adopted four-speed transmission.

Pierre S. du Pont retired as chairman of the board of directors of General Motors Corp.

K. T. Keller became president of Dodge Brothers Corp.

1930

Cadillac introduced America's first 16-cylinder engine.

Studebaker introduced free-wheeling.

First Chrysler and DeSoto eights announced.

W. C. Durant back as President of Durant Motors.

1931

NACC junking plan rid trade of 360,000 units in 1930.

Buick brought out its first eight-cylinder engine.

Chrysler Corp. introduced floating power engine mountings, complete rust-proofed bodies, vacuum spark control and 14-millimeter spark plugs.

Byron C. Foy made president, DeSoto Motor Corp.

J. E. Fields made president, Chrysler Sales Corp.

B. E. Hutchinson made chairman of the board, Plymouth Motor Corp.

1932

Ford started first group of retail sales-service stations in Buffalo, N. Y.

Merger of White and Studebaker assured.

Essex-Terraplane officially introduced.

Fred S. Duesenberg, builder of Duesenberg cars, killed in crash.

1933

No Draft ventilation built into all Fisher Bodies.

Knee Action installed on all General Motors cars.

Buicks-Olds-Pontiac sales plan discontinued and W. S. Knudsen, former Chevrolet president made executive vice-president of General Motors.

NRA dealer code effective.

(Continued on Page 232)

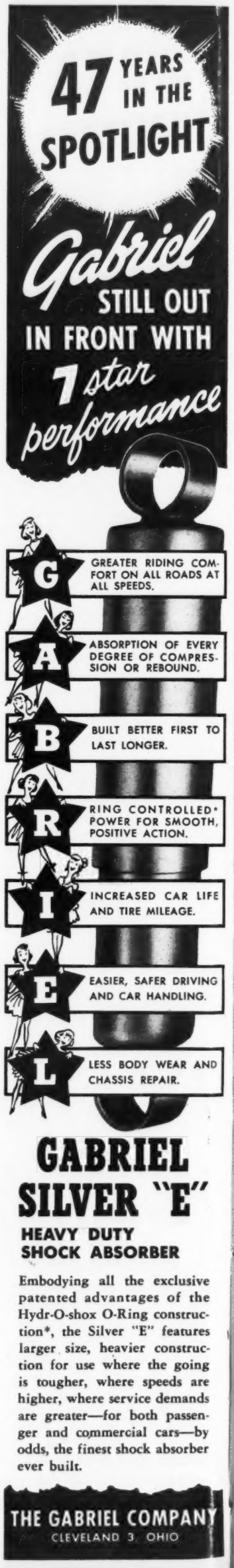
Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

(As of March 15, 1952)

STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	1%	1%
Arizona	Yes	Accompany Vehicle	2%	None
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	2%
Connecticut	No	Cancelled by Sale	2%	2%
Delaware	Yes	Accompany Vehicle	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2½
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	3%	None
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2%	None
Indiana	Yes	Retained by Seller	None	None
Iowa	No	Accompany Vehicle	Use 2%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	2%	2%*
Maine	No	Retained by Seller	None	Excise
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%*
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	2%
Montana	Yes	Accompany Vehicle	None	None
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	None	None
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	2%	1%*
New York	No	Retained by Seller	⅜ to 1½%	None
North Carolina	Yes	Accompany Vehicle	3% (Max. $15)	3% (Max. $15)
North Dakota	Yes	Accompany Vehicle	2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	None	None
Rhode Island	No	Retained by Seller	2%	2%
South Carolina	No	Accompany Vehicle	3% (Max. $75)	None
South Dakota	Yes	Accompany Vehicle	3%	3%
Tennessee	Yes	Retained by Seller	2%	2%
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3%	3%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

*Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

Compiled by the Chicago Automobile Trade Association.



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Every car owner wants his automobile to operate at top efficiency . . . but it must *look* smart as well. That's why more and more dealers from coast-to-coast are recommending periodic Blue Coral Treatments for their customers' cars. They have learned that Blue Coral is the *one* treatment that not only dissolves grease and city grime, and burnishes the finish to a hard, mirror-like surface, but actually restores and preserves that "fresh-from-the-factory" look — makes all colors appear deeper, truer, more lustrous. Keep your customers . . . *contented* customers! Recommend Blue Coral . . . the treatment that has been unsurpassed in excellence for almost a quarter of a century.

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CREATORS OF THE BLUE CORAL TREATMENT

EVERY MOTORIST WANTS THE STYLE AND COMFORT OF Ventshades
Trade Mark

Here's customer satisfaction and profit that you find in few accessories. Ventshades add much to driving comfort in any weather and have the extra sales-making advantage of eye-appeal. They enhance the natural beauty of the car's lines and look like a built-in feature. Your customers will enjoy Ventshades. You'll enjoy selling them. Order them now.

NOW AVAILABLE FOR HARDTOPS

The new full-length Ventshades for Hardtops add a crowning touch of smartness to a smart car, provide open-window ventilation in rainy weather and prevent leakage around the tops of the doors.

THESE FEATURES MEAN BIG SALES!

- Open-window ventilation when it rains or snows
- Safety from exhaust fumes
- Less fogging of glass
- Shade from the sun
- More comfort the year 'round
- Added beauty for the car
- Quick, easy installation. Individual designing for each make and model assures accurate fit
- Made to meet exacting standards of car manufacturers. Won't rust or rattle

AUTO VENTSHADE CO.
CHAMBLEE, GEORGIA
"Atlanta's Finest Industrial Suburb"

From 130 B.C. to 1952 . . .

Milestones in Transportation

(Continued from Page 230)

1934

Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs introduced by Chrysler Corp.

1,000,000th Plymouth car completed.

D. S. Eddins made president and general manager of Plymouth Motor Corp.

M. M. Gilman became general manager at Packard—company pioneered "120."

D. E. Bates assumed presidency of Reo.

Roy Faulkner left Pierce-Arrow to return to Auburn as president.

Nicholas Dreystadt became general manager at Cadillac.

1935

Motor Vehicle Retailing Code dies. Studebaker emerges from receivership.

Chevrolet first in 1934 sales. Malcolm Campbell sets new speed mark of 276.8 m.p.h. Show dates changed from January to November 2. R. F. Black heads White company. Ford restores $6 a day wage scale. Packard shipment breaks all company records. Ford introduces Lincoln-Zepher. K. T. Keller made president of Chrysler Corp. William B. Stout introduces Scarab. Chevrolet opens Baltimore assembly plant. Supreme Court invalidates NRA. Wagner Labor bill signed by President Roosevelt. Andre Citroen dies in France. John N. Willys dies in New York. Auburn revives front-drive Cord. Steel tops introduced. Graham offers supercharger in low-priced field.

1936

Reductions in monthly payments and cut in time-payment interest taps broader market.

Concerted drives by manufacturers, including revival of the junking plan, cut mounting used car stocks.

General Motors opens Los Angeles assembly plant costing $2,500,000.

Chrysler Corp.'s production of passenger cars and trucks exceeded for the first time one million.

New DeSoto plant opened.

Chrysler Corp. distributed $8,200,000 in bonuses to its employes.

Labor rumblings start in automotive plants.

1937

Sitdown strikes start. Congress of Industrial Organizations (CIO) takes over American industrial workers.

General Motors strike.

Chrysler strike.

GM grants union recognition, boosts wages five cents an hour for all workers.

Business slumps late in year.

1938

Auto plants lay off thousands of workers and go on three-day week.

Industry starts drive to crack used-car jam.

GM forms dealer relations board and makes important changes in factory-dealer contracts, among which are territory protection and penalty procedure for bootlegging.

UAW-CIO hit by factionalism within own ranks.

Industry announces that all members of the Automobile Manufacturers Assn. will join in National Used-Car Exchange Week.

Automotive Daily News becomes Automotive News.

Steel prices cut $7 and $8 a ton.

RFC lends Hupp $900,000.

FTC starts probe of auto industry.

1939

Society of Automotive Engineers studies possible war mobilization of auto industry.

Supreme Court condemns sitdown strikes.

Hitler sets Europe afire.

War orders into auto industry.

Goodyear barred from entering into price agreements with Sears-Roebuck.

FTC orders GMC and Ford to discontinue use of words "6 percent" in installment plan advertising.

1940

CIO demands annual guaranteed wage from GM.

Ford accepts invitation to participate in New York show.

U. S. seeks new rubber sources.

GM's Knudsen named to head mobilization plans.

Walter P. Chrysler dies at age of 65.

Reports that war orders will stop production of cars in 1941 are discounted.

C. E. Wilson named to direct GM in Knudsen's absence.

Defense orders stepped up.

1941

Wilson named officially as GM president.

Makers agree to cut auto production 20 percent in 1942.

OPA asks Ford, Chrysler, Studebaker, Nash and Hudson to cancel price increases.

Production ceiling of 2,600,000 vehicles set for 1942 because of steel shortages.

Price boosts stay in effect, but U. S. reportedly plans ceilings on manufacturers' prices.

U. S. bans night sales of gasoline in Atlantic Coast states.

Use of copper in trim, heaters, lights and hardware is banned.

Sneak Jap attack hits U. S. at Pearl Harbor. U. S. declares war against Japan and Germany.

Car sales banned until Dec. 22.

1942

Car, truck sales still banned pending rationing plans.

Car, light truck output ordered ended Feb. 1.

Car rationing starts Mar. 2, with 140,000 allotted for three months.

GM offers to buy back dealers' cars to relieve unbalanced inventories and keep cars from falling into illegitimate hands.

Seventeen states ordered to observe fuel rationing.

Ford starts output of tanks.

Gas rationing takes effect nationally on Dec. 1.

Henry Kaiser suggests auto industry design 1945 models for delivery after war and accept war bonds as downpayments. Idea is assailed by Joseph Frazer.

Workers frozen on jobs.

1943

Kaiser threatens to build cheaper, lighter car in postwar period if "automobile manufacturers don't get ready to do so."

Pleasure driving banned in 13 states after "honor system" breaks down.

Edsel Ford dies at 49.

Henry Ford resumes Ford presidency, one month away from age of 80.

C. E. Wilson predicts three new firms will start building cars when war ends. Good prospects are Kaiser and Higgins, both shipbuilders, and a former producer.

Frazer resigns as president of Willys-Overland.

1944

R. H. Grant, GM sales vice-president, retires.

New-car stockpile estimated at 60,000.

Ford assets top billion dollars for first time.

GM dealers promised two-year contracts when production resumes.

OPA puts ceiling on used-car prices.

Ford reports plans for cheaper postwar car.

Studebaker eliminates distributorships, raises discounts to dealers.

War Production Board authorizes production of 20,000 light trucks—first since war began.

1945

In poll, 76 percent of car owners say they won't buy new vehicles if prices go up 25-30 percent.

President F. D. Roosevelt dies.

Victory in Europe brings go-ahead for auto production after July 1.

Ford builds first postwar car July 3. It had to be driven off assembly line on slightly used prewar tires.

Kaiser-Frazer Corp. formed.

World War II ends.

UAW demands 30 percent wage hike from all makers.

Hudson, Studebaker resume production.

Henry Ford II named president of Ford Motor Co. John Bugas succeeds Harry Bennett.

GM strike, longest and most costly in history, begins.

Chester Bowles, OPA head, announces new-car prices, setting off dealer rebellion by cutting traditional dealer discounts.

Preston Tucker reveals plans for a radically new car to sell for under $1,000.

New Frazer, K-F product, makes bow.

1946

Steel strike begins.

Kaiser car introduced.

NADA takes discount fight to Congress.

Studebaker introduces first real postwar car.

Tucker gets Dodge-Chicago plant.

(Continued on Page 233)

They have to be . . .

5 TIMES SAFER than you!

Automobile transport drivers have the best safety record of any segment of the trucking industry.

They traveled over 550 million miles—nearly 25,000 times around the world — while delivering over 67 per cent of 1951's huge volume of new cars and trucks from factories to dealers.

Despite the fact that their exposure to accidents was greater through making more trips and traveling more miles than ever recorded in the history of the auto transport industry, these fine drivers established the lowest accident ratio in the trucking industry—1.34 per 100,000 vehicle miles traveled.

The automobile transport industry is proud of these drivers. They are the cream of the crop among the best drivers in the nation.

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FOR YOUR CAR

For the Best in Directional Signals
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Signal-Stat CORPORATION
SIGNAL-STAT BUILDING
523-539 KENT AVE. BROOKLYN 11, N. Y.

From 130 B.C. to 1952 . . .

Milestones in Transportation

(Continued from Page 232)

Car price boost of 7.3 percent restores traditional dealer margins.

GM asks permission to hike prices $100 a car to pay for wage concessions.

Barney Oldfield dies.

OPA lifts price controls; prices hiked by GM, Willys and Crosley.

Ferguson tractor deal with Ford dissolved.

Portal pay frenzy hits country.

1947

Tucker promises car production in June.

Coal strike ties up auto production.

UAW demands 23½ cents an hour raise from GM.

Henry Ford dies at 84.

UAW and GM agree on 11½-cent increase, plus fringes.

Chrysler drops distributors, fourth maker to take such action since V-J day.

Ford foremen strike.

K-F says it is making a profit after only 1½ years.

Ford and GM shelve light-car plans.

SEC halts sale of Tucker stock.

Taft-Hartley law passed.

Tucker gets SEC clearance, reports 75-80 percent of stock sold. Promises production "after first of year."

Regulation W dies, freeing car sales from credit curbs for first time in five years.

Five millionth postwar car built.

1948

New K-F stock sale stopped by Otis & Co.; K-F promises fight.

Oldsmobile celebrates 50th anniversary.

Clamor rises for permanent dealer contracts.

UAW opens drive for another round of wage hikes.

K-F cuts production, gets $10,000,000 loan from Bank of America.

SEC orders hearing on K-F stock fiasco.

Paul Hoffman named ECA director.

H. S. Vance replaces Hoffman at Studebaker.

Tucker promises output in June.

William S. Knudsen dies at 69.

Playboy raises $640,000 on sale of franchises, and its stock issue is cleared.

Charles W. Nash dies at 84.

Tucker plant closed for SEC probe.

Regulation W reimposition sends used car prices down.

RFC refuses loan to Tucker Corp.

Year's output includes 5,271,674 cars and trucks, just short of all-time high.

1949

GM opens "Transportation Unlimited" in New York, its first show since 1940.

Packard dealers offered three-year pacts.

Grand jury opens Tucker probe.

Regulation W eased to 21 months.

Kaiser family takes control of K-F. Edgar Kaiser now president.

Ford and Nash join K-F, GM and Willys in cutting prices.

Regulation W eased again—to 24 months.

Tucker and associates indicted by U. S.

T. H. Keating named Chevrolet general manager.

GM drops "territorial protection."

K-F gets $34,500,000 RFC loan.

Automotive News' Publisher George M. Slocum dies.

ICC rules Ford and GM enjoy "preferential" rail freight rates.

Tucker plant reverts back to U. S.

Car and truck output hits all-time high.

1950

Tucker and associates found not guilty.

Nash seeks public reaction on experimental $1,000 car.

Willys gets contract to build engine for K-F's Henry J.

Auto bootlegging becomes hot issue.

Chrysler workers strike over pensions.

Dick Price, Dallas DeSoto dealer, launches plan to organize Chrysler Corp. dealers into national line group.

Ford launches dealer-discount deposit system.

Nash introduces Rambler; K-F, the Henry J.

Chrysler strike ends after 14½ weeks.

Chrysler celebrates 25th anniversary.

NADA opens drive for territory security.

Korean incident sets off wave of scare buying.

Credit controls reimposed.

Congress passes Defense Production act.

Auto industry gears wages to cost of living.

Mrs. Henry Ford dies. Company setup unaltered.

Auto credit cut to 15 months.

U. S. restricts civilian use of metals.

New car prices frozen.

1950 vehicle production soars to unprecedented 8,000,000 cars and trucks.

1951

NPA tightens metals restrictions.

Auto plants start getting war contracts.

Auto production reduced as material curbs pinch operations.

Record NADA parley calls on U. S. to give auto essential rating.

U. S. draws up formula for new-car prices.

Prices and wages frozen by government.

Dealers begin receiving chromeless cars from makers.

Fred M. Zeder, Chrysler engineering expert, dies.

Spare tire disappears by government order from new cars.

Government restricts production of automatic transmissions.

New-car sales sag; used cars piling up. Battle against Regulation W and higher excise taxes mounts. Unemployment hits industry.

K-F admits it is considering plan to sell Henry Js through Sears, Roebuck & Co. outlets.

Spare tire returns to new cars as government ban is lifted.

Regulation W eased to permit time payment limit of 18 months.

Government puts car production under Controlled Materials Plan.

New-car prices rise under provisions of Capehart amendment to Defense Production Act. Federal excise tax on motor vehicles goes up.

100,000,000th car since 1900 built. Sears introduces the Allstate, built by K-F.

OPS announces dollars-and-cents used-car ceilings, effective Jan. 1, 1952.

1951 vehicle production ends up at 6,752,000 units, second highest in history.

1952

Production quotas for first quarter cut. Labor and industry unite to fight a threatened 20 percent cut in second-quarter output.

Alvan Macauley, head of Packard for 32 years, and Walter O. Briggs sr., founder of Briggs Mfg. Co., die.

Drive for easier credit terms features annual NADA convention.

Round of price increases begins as new models bow.

Studebaker celebrates 100th anniversary. Nash observes 50th birthday.

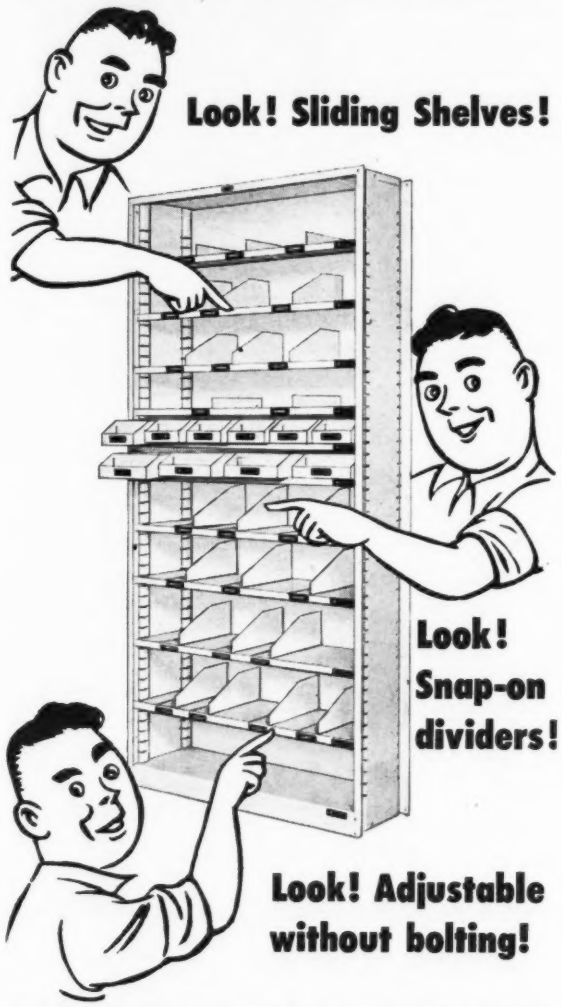
Unemployment plagues auto industry. Government "task force" promises new defense contracts for Detroit area to offset growing idle ranks.

NPA releases additional copper to car makers and increases production quotas for second quarter.

BORROUGHS Quality

FLEXI-BINS

Here's how to save money in storing small items!



There's no wasted air space when you use Borroughs Flexi-Bins . . . every inch counts . . . every shelf is easily and quickly adjustable to meet every small item storing need. Start now to save space, time and money, with Borroughs! Send for catalogue.

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"IT CRADLES THEM ALL"

AUTOS AND TRUCKS

ONE man does the work of TWO
Eliminates costly comebacks!

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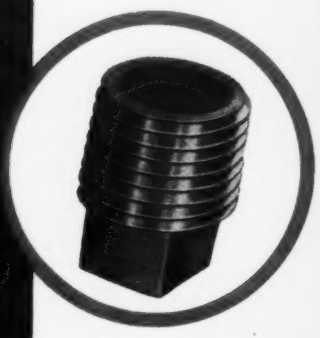
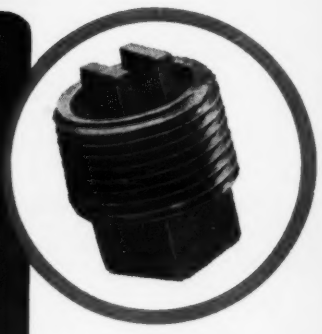
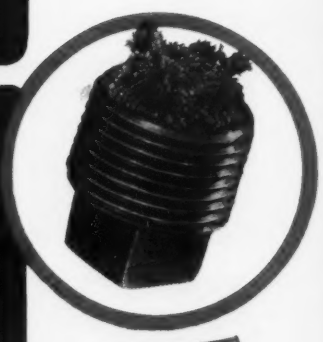
ONLY $49.95 40 South Clinton St. Chicago 6, Illinois

REPLACE ORDINARY DRAIN PLUGS with



LISLE Magnetic DRAIN PLUGS





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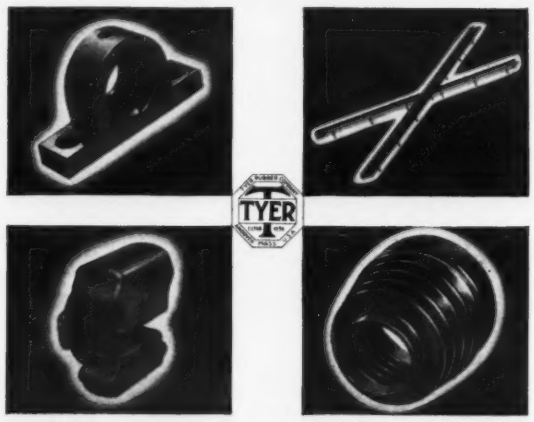

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Used-Car Auction Prices

As a source for studying the change in used-car auction prices at various sales in the spring, summer, fall and winter of 1951, the following reports have been reprinted from representative weekly issues of Automotive News:

Mid-January

NORTH PLAINFIELD, N. J.

(Lebanon Auto Auction. Sale every Wednesday.)

(Market spotty. Fear of new controls holding back prices. Retail is much better. Sold 42 units out of 69 offerings.)

BUICK—'50 Special sedan, $1,785*. '49 RM conv., $1,600*; Super sedan, $1,525. '47 Super sedan, $910; RM sedan, $900. '46 Super sedan, $800.
CADILLAC—'49 (61) sedan, $2,525*. '48 (62) sedan, $2,150*. '46 (60) Special sedan, $1,200*.
CHEVROLET—'51 SL Deluxe sedan, $1,975. '50 FL Deluxe sedan, $1,500. '49 SL Deluxe sedan, $1,260. '48 FL sedan, $925. '47 FL aerosedan, $900. '41 SD sedan, $395, $365, $350.
CHRYSLER—'48 Windsor sedan, $1,225*. '47 NY sedan, $910*.
DeSOTO—'46 Custom sedan, $790*.
DODGE—'48 Custom sedan, $1,150. '47 (taxi), $420. '41 Custom club coupe, $460.
FORD—'49 Custom (8) sedan, $1,130. '48 SD (6) sedan, $850. '47 SD (6) sedan, $690; SD (8) sedan, $640. '46 SD (8) sedan, $740.
FRAZER—'47 Special sedan, $675.
LINCOLN—'46 Custom sedan, $560*.
MERCURY—'49, $1,325. '48 club coupe, $950. '47 club coupe, $765.
NASH—'49 (600) sedan, $1,090*. '48 Ambassador club coupe, $920*. '46 (600) sedan, $580.
OLDSMOBILE—'48 (78) sedan, $1,125*, $1,090*. '46 (76) sedan, $760*.
PLYMOUTH—'49 SD sedan, $1,290; Deluxe sedan, $1,210.
PONTIAC—'49 Chieftain (8) sedan, $1,535*.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.)

(Sold 153 units out of 291 offerings.)

BUICK—'50 Special 2-dr., $1,525; 4-dr., $1,475; Super 4-dr., $2,000*. '49 Super 4-dr., $1,475*; RM 4-dr., $1,430. '48 RM 4-dr., $1,075. '46 Super 4-dr., $750. '39 Special conv., $350.
CADILLAC—'51 (61) 4-dr., $4,525*. '50 (62) conv., $4,300*. '46 (60) Special 4-dr., $1,370; (62) 4-dr., $1,300.
CHEVROLET—'51 SL Deluxe 2-dr., $1,850, $2,030*; club coupe, $2,000*; Bel-Air, 2 at $2,075, $2,125, $2,100; FL Deluxe 2-dr., $2,000*; Bel-Air, $1,850, $1,875, $1,775, $1,725; SL Deluxe 4-dr., $1,550; 2-dr., $1,600, $1,500; SL Special 2-dr., $1,350; FL Deluxe 2-dr., $1,530, $1,485, $1,475, $1,410; FL Special 2-dr., $1,410, $1,400; ½-ton pickup, $1,000, $1,260. '49 ½-ton pickup, $860; FL Special 2-dr., $1,225; FL Deluxe 2-dr., $1,250; 4-dr., $1,105; SL Deluxe club coupe, $1,125. '48 FM club coupe, $1,090; ½-ton pickup, $950. '46 SM 2-dr., $700; FM club coupe, $760. '41 SD 2-dr., $400.
CHRYSLER—'50 Royal club coupe, $1,725. '49 Windsor 4-dr., $1,420. '48 Windsor 4-dr., $1,125. '47 NY business coupe, $850.
DeSOTO—'50 Custom 4-dr., $1,730. '49 Custom 4-dr., $1,520.
DODGE—'49 Coronet 4-dr., $1,400*; club coupe, $1,225.
FORD—'51 Deluxe (8) 4-dr., $1,800. '50 CD (8) 4-dr., $1,480; ½-ton pickup, $1,000, $950; Deluxe (6) 2-dr., $1,325. '49 Custom (8) 2-dr., $1,005, $1,050, $1,075, $1,125, $1,160; station wagon, $1,130; SD 2-dr., $925. '47 SD 2-dr., $790, $610. '46 SD 2-dr., $700, $740. '41 Deluxe 2-dr., $375; Special 2-dr., $125. '40 conv., $350, $460.
HUDSON—'49 (6) 4-dr., $1,000.
LINCOLN—'50 Cosmopolitan 4-dr., $1,750.
MERCURY—'50 club coupe, $2,050. '49 4-dr., $1,320, $1,275; sport sedan, $1,300. '42 2-dr., $400.
OLDSMOBILE—'50 (88) Holiday, $1,900; (76) 2-dr., $1,500. '49 (88) 4-dr., $1,400*; (76) 2-dr., $1,275.
PACKARD—'48 Deluxe 2-dr., $800.
PLYMOUTH—'50 SD club coupe, $1,440; 4-dr., $1,600; conv., $1,600. '49 SD 4-dr., 2 at $1,250; Deluxe 4-dr., $1,180. '48 Deluxe club coupe, $825.
PONTIAC—'51 SL (6) Deluxe 2-dr., $2,200; Chieftain (8) 4-dr., $2,600*. '50 SL (8) Deluxe 4-dr., $1,800*, $1,850*. '49 SL (8) 2-dr., $1,330*. '46 SL sedanet, $710.
STUDEBAKER.— '49 Commander 4-dr., $1,200.
MISCELLANEOUS—'50 ½-ton pickup, $1,375.

DENVER

(Denver Auto Auction, Inc. Sale every Tuesday at Littleton, Colo.)

(Prices steady. Sold 201 units out of 304 offerings.)

BUICK—'50 Super sedan, $2,035, $2,105*, $2,190*. '48 Super sedan, $1,185. '46 Super sedan, $775, $830, $890. '42 Special sedan, $370.
CADILLAC—'50 (62) sedan, $3,950*, $4,000*; (62) sedan, $3,900*. '49 (62) sedan, $2,555*, $2,580*, $2,600*, $2,650*, $2,700, $2,850*. '48 (61) sedan, $2,000*, $2,035. '47 (62) sedan, $1,395*, $1,545*.
CHEVROLET—'51 Bel-Air, $2,205; SL Deluxe sedan, $2,015, $2,070, $2,075, $2,090, $2,100*; FL Special sedan, $1,820. '50 Bel-Air, $1,825; SL Deluxe sedan, $1,535, $1,555, $1,560, $1,580, $1,605, $1,625, $1,635, $1,645*; ½-ton pickup, $1,135, $1,180, $1,255. '49 FL Deluxe sedan, $1,250, $1,355, $1,380; ¾-ton pickup, $995. '48 FM sedan, $830, $835, $850, $995, $1,000, $1,010, $1,020, $1,045. '47 FM sedan, $735, $740, $800, $850, $865. '46 FM sedan, $645, $655, $675, $680, $695, $755, $765. '41 sedan, $270, $275, $350.
CHRYSLER—'50 NY sedan, $2,250*. '49 Windsor sedan, $1,390. '48 Windsor sedan, $1,270*. '47 Windsor sedan, $1,080.
DeSOTO—'50 Deluxe sedan, $2,050. '48 sedan, $1,105. '47 Suburban, $1,030.
DODGE—'50 Meadowbrook sedan, $1,630, $1,860*. '49 Coronet sedan, $1,200*, $1,240, $1,300. '48 sedan, $795, $855,

(Continued on Page 235)

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Wholesale Used-Car Prices

(Continued from Page 234)

$875, $1,005. $1,075. '47 sedan, $750, $755, $760.

FORD—'51 Custom (8) sedan, $2,135*, $2,140*; Custom (6) sedan, $2,020*. '50 CD (8) sedan, $1,540*. '49 Custom (8) sedan, $1,040, $1,050, $1,085, $1,105, $1,145, $1,175, $1,180*, $1,185. '48 sedan, $765, $775, $785, $800, $820. '47 sedan, $645, $755, $765, $785, $820. '46 sedan, $455, $510, $530, $575, $635.

FRAZER—'47 Manhattan sedan, $475.

HUDSON—'49 Super (6) sedan, $955. '46 Commodore (8) sedan, $615.

KAISER—'49 sedan, $780, $895. '48 sedan, $735. '47 sedan, $480.

LINCOLN—'49 sedan, $1,305.

MERCURY—'51 sedan, $2,145*, $2,500*, $2,550*, $2,555*. '50 sedan, $1,620*, $1,775*. '49 sedan, $1,215*, $1,385*, $1,430. '47 sedan, $800. '46 sedan, $725. '41 sedan, $370.

NASH—'48 (600) sedan, $780, $805. '46 (600) sedan, $580.

OLDSMOBILE—'50 (88) sedan, $2,290*, $2,400*; (98) sedan, $2,225*. '49 (98) sedan, $1,460*, $1,490*, $1,495*, $1,540*. '48 (78) sedan, $900*. '46 (6) sedan, $765*, $775*. '41 (8) sedan, $245*.

PACKARD—'50 sedan, $1,605*. '48 sedan, $835.

PLYMOUTH—'51 Cambridge sedan, $1,875. '50 SD sedan, $1,585. '49 SD sedan, $1,215. '47 sedan, $700, $710, $720, $800, $830. '46 sedan, $535, $545. '41 sedan, $445.

PONTIAC — '51 (8) Catalina, $2,750*; conv., $2,615*; Chieftain (8) sedan, $2,480*; station wagon, $2,260*. '50 Chieftain (8) sedan, $1,835*, $1,965*, $2,035*; SL (8) sedan, $1,630. '49 SL (8) sedan, $1,395*, $1,445*, $1,595*. '48 (8) sedan, $995, $1,005. '46 (8) sedan, $715.

STUDEBAKER—'50 Land Cruiser sedan, $1,500*. '49 ¾-ton pickup $850, $970.

WILLYS—'51 station wagon, $1,945*; half-ton pickup, $1,725. '48 Jeep, $650. '47 Jeep, $410.

MISCELLANEOUS—'51 GMC ¾-ton pickup, $1,600. '50 half-ton pickup, $1,310.

MASON CITY, IA.

(Lapiner's Used Car Auction. Sale every Wednesday.

(Sold 117 units out of 198 offerings.)

BUICK—'50 RM 4-dr., $1,945*; Super 4-dr., $1,600*. '47 4-dr., $795.

CHEVROLET—'51 SL Deluxe 2-dr., $1,935, $1,870, $1,840; 4-dr., $1,940; SL Special 2-dr., $1,775, $1,765. '50 Bel-Air, $1,775*; conv., $1,750*; SL Deluxe 2-dr., $1,605. '49 FL Deluxe 4-dr., $1,270, $1,235, $1,200, $1,170. '47 FM 2-dr., $845, $790.

CHRYSLER—'49 Windsor conv., $1,590*.

DeSOTO—'50 Deluxe club coupe, $2,050. '47 Custom 2-dr., $855.

FORD—'51 Custom (8) 2-dr., $1,970*; Custom (6) 2-dr., $1,795, $1,810*. '50 Deluxe (6) 2-dr., $1,425, $1,520*; CD (8) 4-dr., $1,570. '49 Custom (8) 2-dr., $1,120*, $1,075, $1,000, $990. '47 (6) 2-dr., $605. '46 4-dr., $470, $505, $545, $680.

HUDSON—'49 4-dr., $970*.

KAISER—'48 4-dr., $755. '47 4-dr., $605.

MERCURY—'51 4-dr., $2,460*. '49 2-dr., $1,435. '48 4-dr., $835. '47 2-dr., $675.

NASH—'50 Ambassador 2-dr., $1,505*.

OLDSMOBILE—'50 (98) 4-dr., $2,020*; (88) 2-dr., $1,725*; (76) 4-dr., $710*, $870*. '46 (98) 4-dr., $855*.

PLYMOUTH—'50 SD 4-dr., $1,500, $1,525, $1,555. $1,495. '49 SD 4-dr., $1,155, $1,135. '47 4-dr., $690.

PONTIAC—'51 SL (8) 2-dr., $2,060; Chieftain (8) 2-dr., $2,490*. '50 Chieftain (8) 4-dr., $1,675*. '49 4-dr., $1,500*, $1,475. '48 4-dr., $1,200*. '47 4-dr., $785.

STUDEBAKER—'50 Champion Deluxe 2-dr., $1,410*. '49 4-dr., $1,260. '47 Champion 2-dr., $705.

EBENSBURG, PA.

(Ebensburg Auto Auction Co. Sale every Thursday.)

(Market was brisk. Sold 48 units out of 66 offerings.)

BUICK—'49 Super 2-dr., $1,420*. '41 Special 4-dr., $450, $265. '39 Special 2-dr., $210.

CHEVROLET—'51 FL Deluxe 4-dr., $1,910, $1,860; SL Deluxe 2-dr., $1,885*. '50 Bel-Air, $1,785*; SL Deluxe 2-dr., $1,470, $1,460. '49 FL Deluxe 2-dr., $1,135; 4-dr., $1,250, $1,245. '48 FL aerosedan, $980, $925; SM 4-dr., $795. '46 FM 2-dr., $765. '41 SD 2-dr., $225, $190; ½-ton pickup, $400. '39 MD 2-dr., $100.

CHRYSLER—'46 NY 4-dr., $755.

DeSOTO—'49 Custom 4-dr., $1,405. '47 Deluxe club coupe, $900. '42 Deluxe club coupe, $250.

DODGE—'48 4-dr., $1,030. '40 ½-ton pickup, $240.

FORD—'50 CD (8) club coupe, $1,320. '49 Custom (8) 2-dr., 2 at $1,010, $1,030; Standard (6) 2-dr., $975. '46 (8) station wagon, $685. '40 2-dr., $180.

KAISER—'51 4-dr., $1,565. '47 4-dr., $630.

MERCURY—'51 4-dr., $2,150. '46 2-dr., $755.

OLDSMOBILE—'46 (76) 4-dr., $840.

PLYMOUTH—'48 SD club coupe, $915, $905. '42 Deluxe 4-dr., $290. '41 SD club coupe, $425. '39 Deluxe 4-dr., $125.

PONTIAC—'50 SL (6) sedanet, $1,500. '47 (6) 4-dr., $810.

STUDEBAKER—'46 Champion 4-dr., $500.

ALBANY, N. Y.

(Tim Anspach's Dealers Auto Auction. Sale every Monday.)

(Prices gained back previous week's losses on all models, except '51 Chevrolet two-doors. Nearly-new '51 four-doors of any make are the best sellers. Sold 83 units out of 104 offerings.)

BUICK—'50 RM conv., $2,275*. '49 Super conv., $1,650*; 4-dr., $1,460. '48 Super 4-dr., $1,100; RM sedanet, $1,125*. '41 Super club coupe, $180. '40 Special 2-dr., $210.

CHEVROLET—'51 SL Special business coupe, $1,550; 2-dr., $1,700, $1,690; SL Deluxe 2-dr., $1,750; Bel-Air, $2,140, $2,200, $2,150; station wagon, $2,375; FL Deluxe 4-dr., $2,150*. '50 SL Special 4-dr., $1,400; FL Deluxe 4-dr., $1,460; 2-dr., $1,460; Deluxe 4-dr., $1,500. '49 SL Deluxe 4-dr., $1,200. '48 SM business coupe, $775. '46 FM 2-dr., $685; ½-ton panel, $345; FL aerosedan, $790. '41 MD club coupe, $330; SD 2-dr., $340.

FORD—'51 Custom (8) 2-dr., $1,850. '50 Deluxe (8) 2-dr., $1,350. '49 Custom (8) conv., $920; 4-dr., $1,120, $955; club coupe, $1,120; 2-dr., $1,030, $905; Standard (8) 2-dr., $1,100. '48 Deluxe (6) 4-dr., $610; SD (8) 4-dr., $780; 2-dr., $770. '46 SD (8) 2-dr., $620. '42 Deluxe (6) 2-dr., $135. '41 Deluxe (8) 2-dr., $260, $330.

HUDSON—'49 Super (6) 4-dr., $1,000. '48 Commodore (8) club coupe, $1,100.

KAISER—'51 Deluxe 4-dr., $1,885*. '49 Special 4-dr., $1,000.

MERCURY—'49 4-dr., $1,260*; club coupe, $1,200. '48 conv., $1,000.

OLDSMOBILE—'50 (88) 2-dr., $2,100*; (98) 4-dr., $2,500*; (76) club coupe, $1,450*. '48 (66) 4-dr., $1,000. '47 (68) sedanet, $900.

PLYMOUTH—'49 Deluxe 4-dr., $1,185. '48 SD 4-dr., $920, $900. '46 SD 4-dr., $670.

PONTIAC—'51 SL (8) sedan coupe, $2,175, $2,275*; Chieftain (8) 2-dr., $2,250; Deluxe 2-dr., $2,425*; Chieftain (6) Deluxe 4-dr., $2,300. '50 SL (8) 4-dr., $2,060*. '49 SL (8) 4-dr., $1,450. '48 SL (6) 4-dr., $1,170*; SL (8) 2-dr., $1,210*, $1,030.

Mid-April

DENVER

(Denver Auto Auction, Inc. Sale every Tuesday.)

(Prices steady with good demand. Sold 198 units out of 305 offerings.)

BUICK—'50 RM sedan, $1,795*, $1,805*; Special sedan, $1,395*, $1,420. '49 RM sedan, $1,210*, $1,440*. '47 Super sedan, $705, $710, $845.

CADILLAC—'50 (62) sedan, $3,655*; (61) sedan, $3,230*, $3,240*. '49 (62) sedan, $2,395*. '48 (62) sedan, $1,745*.

CHEVROLET—'51 SL Deluxe sedan, $1,830, $1,900*, $1,955*; ½-ton pickup, $1,425. '50 SL Deluxe conv., $1,620; sedan, $1,295, $1,395, $1,355, $1,430; ½-ton pickup, $965, $1,095. '49 SL Deluxe sedan, $1,140, $1,145, $1,155, $1,215, $1,240, $1,255, $1,280; FL Special sedan, $1,045, $1,050, $1,055, $1,095, $1,105, $1,125, $1,135; ½-ton pickup, $870, $880. '48 FL aerosedan, $815, $840, $890, $905, $920, $985, $1,030. '47 FM sedan, $685, $695, $740, $765, $830. '46 FM sedan, $630, $660, $710, $795, $815. '41 sedan, $355. '40 sedan, $340.

CHRYSLER—'50 NY conv., $1,800*. '49 Windsor sedan, $1,440*. '48 Windsor sedan, $815*, $885*, $1,015*. '47 NY sedan, $780*. '46 Windsor sedan, $675*.

DeSOTO—'49 sedan, $1,295*. '48 sedan, $1,035*.

DODGE—'50 Coronet sedan, $1,525. '49 Wayfarer sedan, $1,060; ½-ton pickup, $830.

FORD—'51 Victoria, $2,240*; Custom (8) sedan, $1,940*, $1,950*; Deluxe (6) sedan, $1,645; ½-ton pickup, $1,400, $1,405, $1,410. '50 CD (8) sedan, $1,175*, $1,200, $1,275, $1,340*. '49 Custom (8) sedan, $960, $990, $1,020*, $1,030, $1,050, $1,110*; Deluxe (8) sedan, $885, $895, $920, $935, $945, $950. '48 (8) sedan, $625, $630, $785, $795*. '47 (8) sedan, $625, $715, $850*. '46 (8) sedan, $510, $560, $570, $635, $640, $665, $675. '41 conv., $450.

FRAZER—'48 sedan, $495.

HUDSON—'51 Super (6) sedan, $1,700*.

KAISER—'49 sedan, $810. '47 sedan, $430.

LINCOLN—'49 sedan, $1,220*. '41 sedan, $260*.

MERCURY—'51 sedan, $2,200*, $2,315*, $2,320*. '50 sedan, $1,390*, $1,520*, $1,555*, $1,585*, $1,595*, $1,625*. '49 sedan, $1,070, $1,090*, $1,220, $1,345*. '48 conv., $765.

NASH—'49 (600) sedan, $920.

OLDSMOBILE—'51 (98) sedan, $2,830*. '50 (98) sedan, $1,770*, $2,075*; (76) sedan, $1,490. '49 (98) sedan, $1,215*, $1,275*, $1,405*; (76) sedan, $1,080. '48 (76) sedan, $830*. '47 (98) sedan, $605*, $755*. '46 (68) sedan, $595*.

PACKARD—'49 sedan, $900*, $1,105*.

PLYMOUTH—'49 SD sedan, $1,020, $1,025, $1,155, $1,190, $1,240; Deluxe sedan, $890, $965, $990, $1,000. '48 sedan, $795, $805. '47 sedan, $630, $685, $730. '46 conv., $750.

PONTIAC—'50 SL (8) Deluxe sedan, $1,605*, $1,705*, $1,710*, $1,765*. '49 Chieftain (8) sedan, $1,285*, $1,355*, $1,455*. '48 conv., $960*.

STUDEBAKER—'50 Champion sedan, $1,295*, $1,340*; ½-ton pickup, $1,295*. '47 Champion sedan, $830.

WILLYS—'51 station wagon, $1,670; Jeep, $1,240. '48 ½-ton panel, $640*. '47 station wagon, $650*.

EBENSBURG, PA.

(Ebensburg Auto Auction Co. Sale every Thursday.)

(Prices even with past two weeks. Retail poor. Sold 60 units out of 115 offerings.)

BUICK—'50 Special sedanet, $1,485. '49 Super 4-dr., $1,380*, $1,375*, $1,350*; sedanet, $1,362. '48 Super sedanet, $1,075. '37 Special club coupe, $110.

CHEVROLET—'50 SL Deluxe 2-dr., $1,365; FL Deluxe 4-dr., $1,400. '49 SL 4-dr., $1,195, $1,185; FL Deluxe 4-dr., $1,240, $1,235; SL Special club coupe, $1,100; ½-ton pickup, $840. '48 FM 4-dr., $1,000, $910. '47 FL aerosedan 2-dr., $880. '46 SM 4-dr., $690. '40 conv., $200.

CHRYSLER—'48 NY club coupe, $950.

DODGE—'50 Meadowbrook 4-dr., $1,400. '49 ½-ton panel truck, $850. '47 business coupe, $570. '40 4-dr., $200.

FORD—'51 Deluxe (8) 4-dr., $1,650; conv., $2,000. '50 Deluxe (8) 4-dr., $1,300; CD (8) 4-dr., 2 at $1,220; CD (6) 2-dr., $1,080. '49 Custom (8) conv., $1,100; 2-dr., $990, $975; 4-dr., $1,000; Deluxe (8) 2-dr., $905. '48 SD (8) club coupe, $925. '46 (8) station wagon, $600. '41

(Continued on Page 236)

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DELUXE 4-DOOR SEDAN

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Here is an automotive unit which efficiently serves the dual purpose of a power wrecker and a mobile crane or boom truck.

For wrecking work, towing or retrieving cars and trucks the Ashton Model 19-51 EXB extension boom (patented) wrecker is an outstanding performer. Safe, fast, simple and reliable. No complicated rigging.

This modern wrecker constitutes an all purpose, one-man boom truck that fully meets the constant demand for countless heavy lifting jobs. The extension boom lifts from 0° to 80°—fully elevated the boom head is 16' above the ground—an added 5½' is gained by a special extension kit.

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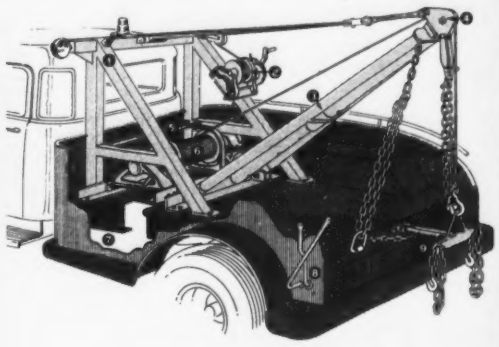

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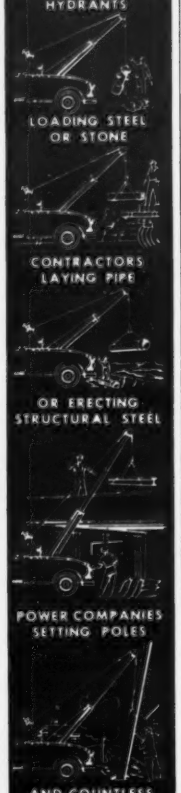

FEATURES

1. **Solid "A" Frame** of heavy structural steel, all-welded, gives maximum strength.
2. **Hand Winch,** 2 Ton Cap. Ratio 4 to 1, 22 to 1. Lifts the boom with 6 ton load.
3. **Extension Boom** (patented) adjustable to six positions. Normal to a maximum boom length of 14 ft.
4. **Boom Head Assembly.** New Ashton design (patented). Self-aligning head swings on a 120° arc.
5. **Cable Guard** to prevent cable crossing drum flanges. (opt. at extra cost)
6. **Power Winch,** 7½ Tons safe load. Worm and gear drive. Free reeling clutch control. Automatic brake. H. D. reversable power take-off and drive.
7. **Body,** Ashton streamline design. All-steel, all-welded. *Standard* Model, length 96" inside width 68". Extended fenders and running boards. Hand rails, floor, heavy safety tread steel plate, *Special* body width 92" or over, Flush sides, Recessed steps.
8. **Remote Control Levers** for clutch and power take-off.
9. **Spacer and lift bar** Ashton design, provides rigid towing connection, prevents lash or side sway.

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AMERICAN FORGING & SOCKET COMPANY
PONTIAC, MICHIGAN

Seasonal Variations in 1951 . . .

Wholesale Used-Car Prices

(Continued from Page 235)

SD (8) 2-dr., $125, $140. '40 ½-ton, $215. '39 Deluxe 2-dr., $170.
KAISER—'49 Traveler, $780.
MERCURY—'49 club coupe, $1,195.
NASH—'46 (600) 4-dr., $575.
OLDSMOBILE—'48 (76) 4-dr., $900. '47 (78) sedanet, $875.
PLYMOUTH—'50 Deluxe 4-dr., $1,260. '49 Deluxe 2-dr., $1,050. '48 SD 2-dr., $1,065. '37 ½-ton pickup, $115.
PONTIAC—'49 Chieftain (8) conv., $1,475; 4-dr., $1,360*; (6) 2-dr., $1,265*. '47 (6) 2-dr., $935. '41 (8) club coupe, $290; (6) 2-dr., $120.
WILLYS—'49 Jeepster, $905.

MASON CITY, IA.

(Lapiner's Used Car Auction. Sale every Wednesday.)
(Weather still bad, but retail is picking up. Sold 121 units out of 193 offerings.)

BUICK—'50 Special 4-dr., $1,460, $1,510*; Super 4-dr., $1,600, $1,640*.
CADILLAC—'50 (62) 4-dr., $3,135*, $3,250*. '49 (62) 4-dr., $2,320*, $2,290*. '46 (62) 4-dr., $930*.
CHEVROLET—'50 SL Special 2-dr., $1,205, $1,180; SL Deluxe 2-dr., $1,360, $1,380, $1,310. '49 SL Deluxe 2-dr., $1,085, $1,065, $1,045; FL Deluxe 4-dr., $1,100. '48 FM 4-dr., $765, $865, $810. '47 SM 2-dr., $745, $570, $645. '46 SM 2-dr., $675, $625; FM conv., $575.
CHRYSLER—'51 Windsor 4-dr., $2,355*. '48 Windsor 4-dr., $960.
DeSOTO—'48 4-dr., $865*.
DODGE—'51 ½-ton pickup, $1,200*. '48 Custom 4-dr., $845. '47 Custom 2-dr., $750. '46 Custom 4-dr., $590. '42 2-dr., $160.
FORD—'51 Deluxe (6) 2-dr., $1,580; ¾-ton pickup, $1,495; Custom (8) 4-dr., $1,975. '50 CD (8) 2-dr., $1,300. '49 Custom (8) 2-dr., $1,050, $1,000*, $1,010, $1,030. '47 SD (6) 2-dr., $490, $675. '46 SD (8) 2-dr., $640, $474, $510, $430, $595.
FRAZER—'49 Manhattan 4-dr., $860*. '47 4-dr., $535*, $555, $520*, $580*.
HUDSON—'49 Super (6) 2-dr., $905*, $930; 4-dr., $910, $880. '46 4-dr., $445.
KAISER—'51 4-dr., $1,525. '48 4-dr., $530, $580. '47 4-dr., $465.
LINCOLN—'49 4-dr., $1,130*.
MERCURY—'51 2-dr., $2,295*; 4-dr., $1,995. '50 club coupe, $1,420. '49 4-dr., $1,140.
OLDSMOBILE—'50 (88) 2-dr., $1,690*. '49 (88) Deluxe 4-dr., $1,380*. '42 2-dr., $250.
PLYMOUTH—'51 Cranbrook 4-dr., $1,795. '50 SD 4-dr., $1,305, $1,300. '49 SD 4-dr., $1,080, $1,075. '47 SD 4-dr., $735, $635, $600.
PONTIAC—'51 (8) 2-dr., $2,010*. '48 2-dr., $930. '47 4-dr., $720, $780. '46 4-dr., $690, $665.
STUDEBAKER—'50 Champion 4-dr., $1,280*
WILLYS—'48 station wagon, $735*.

AMARILLO, TEX.

(Amarillo Auto Auction. Sale every Friday.)
(Market very good for clean, late models. Sold 204 units out of 300 offerings.)

BUICK—'50 Super 4-dr., $1,405, $1,700*; 2-dr., $1,295. '49 RM 4-dr., $1,215; sedanet, $1,160. '48 RM 4-dr., $1,045. '46 Super 2-dr., $500. '42 Super 2-dr., $270.
CADILLAC—'50 (62) club coupe, $3,485*. '49 (61) 4-dr., $2,375*. '46 (61) 4-dr., $1,095.
CHEVROLET—'50 Bel-Air, $1,725, $1,760; SL Special 2-dr., $1,205; FL Deluxe 2-dr., $1,415, $1,595*. '49 FL Deluxe 2-dr., $1,055, $1,130, $1,185; FL Special 4-dr., $1,090. '48 FL aerosedan, $925, $910; 4-dr., $810, $860, $870.
CHRYSLER—'51 NY 4-dr., $3,175*. '50 NY 4-dr., $1,615*. '49 Windsor club coupe, $1,325. '46 Windsor Highlander 4-dr., $1,505.
DODGE—'50 Coronet 4-dr., $1,375, $1,505*; Wayfarer 2-dr., $1,270. '49 Meadowbrook 4-dr., $1,255. '47 2-dr., $550; 4-dr., $610.
FORD—'51 Custom (8) 2-dr., 2 at $1,825; club coupe, $1,960*; 4-dr., $2,000*; ½-ton pickup, $1,410, $1,230. '50 Deluxe (8) 2-dr., $1,350; ½-ton pickup, $975. '49 Custom (8) 2-dr., $860, $975; 4-dr., $1,000; (6) ½-ton pickup, $785, $705. '48 Deluxe (8) 4-dr., $685, $820.
LINCOLN—'50 4-dr., $1,780. '49 4-dr., $1,145.
MERCURY—'51 4-dr., $2,205, $2,230; 2-dr., $2,225. '50 4-dr., $1,420, $1,515, $1,530. '49 4-dr., 2 at $1,035. '47 4-dr., $710, $745.
NASH—'49 Ambassador 4-dr., $1,030.
OLDSMOBILE—'51 (98) conv., $2,730*. '50 (88) 4-dr., $1,350. '49 (88) 2-dr., $1,360*, $1,365*; (98) 4-dr., $1,580*. '48 (78) 2-dr., $885; (76) 4-dr., $865*.
PACKARD—'48 4-dr., $730. '38 4-dr., $145.
PLYMOUTH—'51 Cambridge 4-dr., $1,700. '50 SD 4-dr., $1,290, $1,395; conv., $1,440; club coupe, $1,410. '49 4-dr., $1,025.
PLYMOUTH—'51 (8) 4-dr., $2,335; (6) 2-dr., $2,230. '50 (8) Catalina, $1,975. '49 (8) 4-dr., 2 at $1,325. '48 (6) conv., $900, $950. '47 (6) 2-dr., $625.
STUDEBAKER—'50 Commander 4-dr., $1,325; Champion 4-dr., $1,200. '49 Champion club coupe, $915. '48 Champion club coupe, $800. '47 Commander 4-dr., $775.
WILLYS—'46 Jeep (F.W.D.), $330.

ALBANY, N. Y.

(Tim Anspach's Dealers Auto Auction. Sale every Monday.)
(Prices in most cases were up $15 to $25. Sold 91 units out of 116 offerings.)

BUICK—'50 RM 4-dr., $1,800*. '49 Super conv., $1,600; 4-dr., $1,520*; RM 4-dr., $1,450*. '48 RM 4-dr., $1,120, $900; conv., $1,125*. '46 Super 4-dr., $900.
CADILLAC—'50 (61) club coupe, $3,150*. '49 (62) 4-dr., $2,425*. '48 (61) club coupe 2-dr., $1,785*; 4-dr., $1,830*; (62) 4-dr., $1,970*. '41 (61) 4-dr., $350.
CHEVROLET—'51 SL Deluxe 2-dr., $1,935*, $1,740; SL Special 2-dr., $1,570. '50 SL Deluxe 4-dr., $1,670*, $1,500, $1,510; conv., $1,600, $1,580, $1,650; club coupe, $1,340, $1,520*, $1,550*, $1,350; 2-dr., $1,400, $1,475. '49 FL Deluxe 4-dr., $1,200; 2-dr., $1,160; SL Deluxe 2-dr., $1,200, $1,170; 4-dr., 2 at $1,200. '48 SL 4-dr., $1,030. '47 FL 4-dr., $840. '46 FM 4-dr., $650; SM 4-dr., $590. '42 SD 2-dr., $330. '41 sedan delivery, $180; MD 2-dr., $290, $270. '40 MD 2-dr., $170.
DeSOTO—'50 Deluxe club coupe, $1,760. '49 Custom club coupe, $1,460. '47 Custom suburban, $900.
DODGE—'50 Coronet club coupe, $1,550*. '49 Coronet 4-dr., $1,385, $1,450, $1,500*, $1,330; club coupe, $1,335*. '47 Custom 4-dr., $735.
FORD—'51 Custom (8) 2-dr., $1,700. '50 station wagon, $1,600. '49 Custom (8) conv., $1,250; 4-dr., $1,140; (6) ½-ton pickup, $700. '47 SD (8) station wagon, $870; 4-dr., $600, $730; SD (6) 2-dr., $650. '46 SD (8) 2-dr., $540.
HUDSON—'50 Pacemaker 2-dr., $1,324.
KAISER—'51 4-dr., $1,500. '48 4-dr., $610.
LINCOLN—'49 4-dr., $1,225*, $1,250*.
NASH—'46 Ambassador 4-dr., $550*.
OLDSMOBILE—'51 (98) 4-dr., $1,720*. '50 (88) 4-dr., $1,850*. '49 (76) 4-dr., $1,400*; (98) 4-dr., $1,330*; (88) 4-dr., $1,480*. '47 (66) club coupe, $825*. '46 (78) 4-dr., $675*; (76) 4-dr., $650.
PACKARD—'42 Clipper (8) 4-dr., $150.
PLYMOUTH—'50 Suburban, $1,600. '49 Deluxe 2-dr., $1,110. '46 Deluxe 4-dr., $540. '41 SD 2-dr., $230.
PONTIAC—'49 SL (8) 2-dr., $1,400*. '41 (8) 4-dr., $250.
STUDEBAKER—'50 Champion business coupe, $1,075; Champion RD 4-dr., $1,300.
WILLYS—'51 station wagon, $1,475. '49 Jeepster, $790*.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.)
(Sold 165 units out of 238 offerings.)

BUICK—'50 Special 2-dr., $1,485*; 4-dr., $1,290; Super Riviera coupe, $1,950*, Super 4-dr., $1,900*. '49 RM 4-dr., $1,150, $1,250; Super 2-dr., $1,360. '48 Super conv., $1,050; RM 4-dr., $825. '47 Super 4-dr., $785. '38 Special 4-dr., $185.
CADILLAC—'50 (62) 4-dr., $3,450*. '49 (61) 4-dr., $2,300*. '48 (62) 4-dr., $1,870*. '47 (62) 4-dr., $1,160. '41 (6) 4-dr., $425.
CHEVROLET—'51 half-ton pickup, $1,200, $1,300; FL Deluxe 2-dr., $1,650; conv., $2,000. '50 SL Deluxe 2-dr., $1,470*, $1,425; Bel-Air, $1,750; FL Deluxe 2-dr., $1,350, $1,440; ½-ton pickup, $835. '49 ½-ton pickup, $715, $775; FL Deluxe 2-dr., $1,000, $1,070; SL Deluxe 4-dr., $1,050, $1,100, $1,150; 2-dr., $1,255, $1,200; club coupe, $1,170. '48 FL aerosedan, $850, $690; FM 4-dr., $750, $955, $1,050; ½-ton stake, $500; ½-ton pickup, $550; SM 4-dr., $650. '47 FL aerosedan, $890. '41 SD 4-dr., $340.
CHRYSLER—'49 Windsor 4-dr., $1,300, $1,380*; NY 4-dr., $1,300. '47 Royal 4-dr., $800; NY 4-dr., $795.
DeSOTO—'49 Custom 4-dr., $1,400.
DODGE—'49 Coronet conv., $1,300. '48 Custom 4-dr., $880. '47 Custom 4-dr., $520. '46 Deluxe 4-dr., $600.
FORD—'51 Deluxe (6) 2-dr., $1,540; Custom (6) 2-dr., $1,600, $1,650; Deluxe (6) 4-dr., $1,770, $1,800; 2-dr., $1,740, $1,725; ½-ton pickup, $1,355. '50 CD (8) club coupe, $1,440, $1,460; 4-dr., $1,425, $1,410; Deluxe (8) 2-dr., $1,345, $1,300, $1,290; CD (6) 2-dr., $1,250. '49 Custom (8) 4-dr., $1,095; club coupe, $1,155, $940; 2-dr., $1,070, $1,000; ½-ton pickup, $650. '48 SD (8) club coupe, $955, $855. '47 SD (8) 2-dr., $750, $725.

(Continued on Page 237)

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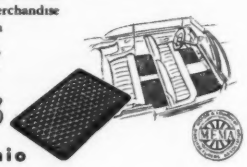

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Detroit Office: Fisher Building

Used-Car Auction Prices

(Continued from Page 236)

'46 SD 4-dr., $550; ½-ton pickup, $500.
HUDSON—'49 Super (6) 2-dr., $900. '48 Super club coupe, $775.
MERCURY—'50 club coupe, $1,400. '49 conv., $1,200; 4-dr., $1,100; 2-dr., $1,100. '48 4-dr., $850. '47 4-dr., $700.
NASH—'51 Rambler conv., $1,300.
OLDSMOBILE—'51 (88) 2-dr., $2,200*. '50 (88) club coupe, $1,785*. '49 (88) 2-dr., $1,400*; (76) club coupe, $1,100.
PACKARD—'50 Super 4-dr., $1,475.
PLYMOUTH—'51 Suburban, $2,050. '50 SD 4-dr., $1,375. '49 SD 4-dr., $1,125. '47 Deluxe 4-dr. ,$420, $390.
PONTIAC—'51 Chieftain (8) Deluxe club coupe, $2,325*; (6) 2-dr., $2,150. '50 SL (8) 2-dr., $1,665, $1,625; Catalina, $2,000*; club coupe, $1,700. '49 SL (8) 2-dr., $1,350.

Mid-August

ALBANY, N. Y.

(Tim Anspach's Dealers Auto Auction. Sale every Monday.)

(Prices were a notch higher on high-grade units; steady on average cars. Sold 153 units out of 179 offerings.)

BUICK—'51 Super Riviera coupe, $2,400*. '50 Special sedan, $1,250, $1,410*; Super sedan, $1,610, $1,720*. '49 Super sedan, 2 at $1,360*; RM 4-dr., $1,425. '47 RM 4-dr., 2 at $800; conv., $740, $660. '41 Special conv., $320.
CADILLAC—'50 (61) 4-dr., $2,900*; (62) 4-dr., $3,085*. '49 (61) 4-dr., $2,200*. '48 (61) club coupe, $1,725. '47 (62) 4-dr., $1,135.
CHEVROLET—'51 SL Deluxe Bel-Air, $1,990; station wagon, $2,050; sedan, $1,725, $1,700, $1,710; SL Special 2-dr., $1,560; FL Deluxe 2-dr., $1,695. '50 Bel-Air, $1,700*, $1,830*; FL Deluxe sedan, $1,360, $1,350, $1,390; SL Deluxe sedan, $1,260, $1,375, $1,450*, $1,310; conv., $1,385; SL Special sedan, $1,350, $1,300. '49 SL Deluxe 4-dr., $1,260, $1,205, 2 at $950; conv., $1,210, $1,000. '48 FL 4-dr., $925, $850; SM 4-dr., $820; FM conv., $890. '47 FM club coupe, $850; conv., $750, $725; SM 2-dr., $700. '46 FM 4-dr., $650; SM 2-dr., $650; ½-ton panel, $280. '40 SD 4-dr., $185. '39 MD 4-dr., $285.
CHRYSLER—'49 Windsor 4-dr., $1,470; NY club coupe, $1,450. '46 Windsor 4-dr., $690.
DeSOTO—'51 Custom 4-dr., $2,160*. '49 Custom 4-dr., $1,480. '46 (7-pass.) 4-dr., $225; Custom 4-dr., $660.
DODGE—'51 Meadowbrook 4-dr., $1,900*, $1,885; Coronet 4-dr., $2,050. '50 Coronet 4-dr., $1,450. '49 Meadowbrook 4-dr., $1,280; Coronet sedan, $1,400*, $1,390; Wayfarer roadster, $1,000, $975. '48 Custom sedan, $1,120, $910.
FORD—'51 Custom (8) Victoria, $1,950; 4-dr., $1,650*. '50 Custom (6) 2-dr., $1,150, $1,260. '49 Custom (6) 2-dr., $845, $880; (8) business coupe, $775. '47 SD (8) conv., $850; club coupe, $700. '41 SD (8) 2-dr., $370.
HUDSON—'51 Hornet 4-dr., $2,070*.
KAISER—'51 Henry J (4) 2-dr., $1,000. '48 4-dr., $720.
LINCOLN—'49 conv., $950; Cosmopolitan 4-dr., $1,270*.
MERCURY—'51 club coupe, $2,350. '48 club coupe, $850. '46 club coupe, $650.
NASH—'50 Statesman Super 2-dr., $1,080*. '49 (600) Super 4-dr., $775*; (600) 4-dr., $1,000. '46 (600) 4-dr., $570.
OLDSMOBILE—'51 (98) 4-dr., $2,475*. '50 (88) 2-dr., $1,625*, $1,650*, $1,685*; (98) 4-dr., $1,735*. '49 (98) 4-dr., $1,370*. '47 (98) 4-dr., $780*. '46 (98) 4-dr., $775*.
PACKARD—'48 Deluxe 4-dr., $850. '47 Clipper (6) 4-dr., 2 at $450.
PLYMOUTH—'51 Cranbrook conv., $1,875; sedan, $1,625, $1,810, $1,670; Cambridge sedan, $1,680, $1,625, $1,685; Concord business coupe, $1,570. '50 SD club coupe, $1,370, $1,410; Deluxe 4-dr., $1,330. '49 SD sedan, $1,100, $1,150, 2 at $1,250, $1,135, $1,160, $1,200, $1,000; Deluxe 4-dr., $1,175. '47 SD 4-dr., $770. '46 Deluxe 2-dr., $700. '42 SD 4-dr., $200. '41 SD 4-dr., $380.
PONTIAC—'51 Chieftain (8) conv., $2,260*; 4-dr., $2,275*. '49 SL (8) 2-dr., $1,410*, $1,360*, $1,435*, $1,425*. '48 Torpedo (8) 4-dr., $1,075. '47 SL (8) 2-dr., $750. '46 SL (6) 4-dr., $800.
STUDEBAKER—'51 Land Cruiser 4-dr., $1,800. '47 Commander 2-dr., $820*.
WILLYS—'49 station wagon, $950*; Jeepster, $750*. '48 ½-ton pickup, $550.
MISCELLANEOUS—'48 Prefect 4-dr., $350.

OAKLAND, CALIF.

(A. L. Pollock Auto Dealers Wholesale Auction. Sale every Wednesday.)

BUICK—'51 Super 4-dr., $2,485*; Riviera 4-dr., $2,475. '50 Super 4-dr., $1,650*. '49 Super 4-dr., $1,510*; sedanet, $1,420. '48 RM 4-dr., $950, $1,075; Super conv., $1,050. '42 4-dr., $390. '41 2-dr., $265; 4-dr., $295, $380; conv., $300.
CADILLAC—'50 (62) 4-dr., $3,375*, $3,345*; (61) 4-dr., $3,055, $3,230*. '49 (61) 2-dr., $2,400*. '48 (62) 2-dr., $2,125. '47 (62) 4-dr., $1,450*, $1,390, $1,490*. '41 4-dr., $660.
CHEVROLET—'51 SL Special club coupe, $1,745. '50 conv., $1,650, '49 business coupe, $740; FL Deluxe 4-dr., $1,300. '48 SM 4-dr., $845; FM 2-dr., $960, $950. '47 FM club coupe, $915; FL aerosedan, $635; 4-dr., $950. '46 FL aerosedan, $895. '41 4-dr., $255.
CHRYSLER—'51 Imperial 4-dr., $3,400*. '49 Royal 4-dr., $1,400. '47 conv., $950. '46 Windsor 4-dr., $925.
DeSOTO—'51 Custom 4-dr., $2,125. '49 Deluxe club coupe, $1,300, $740. '46 Custom 4-dr., $900. '40 4-dr., $125.
DODGE—'50 Wayfarer 2-dr., $1,215. '49 ½-ton pickup, $1,000. '48 Deluxe 2-dr., $905. '47 Deluxe 4-dr., $850. '40 4-dr., $275.
FORD—'50 Deluxe (6) club coupe, $1,075; Custom (8) 4-dr., $1,355; Custom (6) 4-dr., $1,260. '49 Custom (8) 2-dr., $1,110, $1,160, $1,150, $1,190; 4-dr., $1,075; station wagon, $1,075; Custom (6) 2-dr., $1,120. '48 SD (8) club coupe, $985; (8) ½-ton pickup, $845. '47 SD (8) conv., $935; 2-dr., $710. '46 conv., $780. '41 (8) station wagon, $375. '40 (8) conv., $180.
FRAZER—'47 4-dr., $680.
HUDSON—'48 4-dr., $1,090, $940.

(Continued on Page 238)

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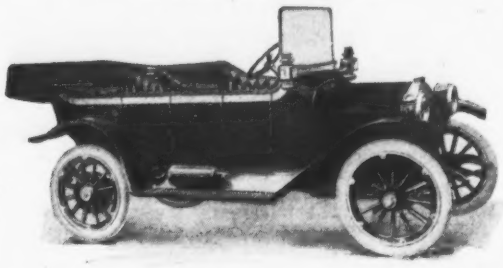

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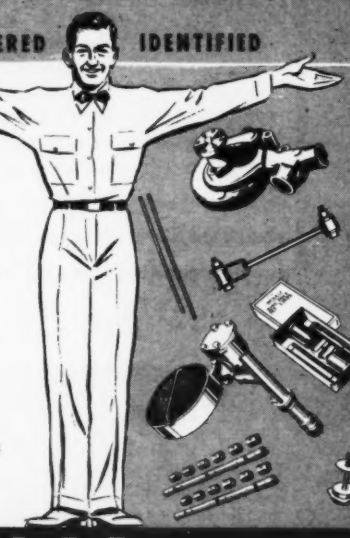

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Seasonal Variations in 1951 . . .

Wholesale Used-Car Prices

(Continued from Page 237)

LINCOLN—'49 4-dr., $1,385; Cosmopolitan 4-dr., $1,325. '47 4-dr., $670.
MERCURY—'50 conv., $1,730; 2-dr., $1,620. '49 4-dr., $1,490.
NASH—'50 Statesman 2-dr., $1,435*. '47 (600) 4-dr., $605.
OLDSMOBILE—'50 (76) 2-dr., $1,450; (88) 4-dr., $1,725. '49 (98) 4-dr., $1,445. '48 (98) conv., $1,360. '42 (98) 2-dr., $300. '41 (8) club coupe, $245.
PACKARD—'49 4-dr., $1,250.
PLYMOUTH—'50 Suburban, $1,805. '47 4-dr., $600. '41 4-dr., $340; club coupe, $345.
PONTIAC—'51 2-dr., $2,250. '49 panel delivery, $1,220. '46 club coupe, $820.
STUDEBAKER—'50 conv., $1,430; Champion 4-dr., $1,260. '49 ½-ton pickup, $980; Champion RD 4-dr., $1,225. '48 Champion 4-dr., $1,010; 1-ton truck, $795. '47 Champion 4-dr., $795. '41 Champion 4-dr., $260, $210.
WILLYS—'49 Jeep, $915.
MISCELLANEOUS—'50 GMC ½-ton pickup, $1,070.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.)
(Sold 177 units out of 215 offerings.)

BUICK—'51 Super 4-dr., $2,385; Special 2-dr., $2,325*. '50 Special 2-dr., $1,440; RM 4-dr., $1,640; conv., $1,850*. '49 Super conv., $1,200. '48 Super 4-dr., $875; conv., $875.
CADILLAC—'49 (62) 4-dr., $2,200; (61) 4-dr., $2,200*.
CHEVROLET—'51 FL Deluxe 2-dr., $1,650; Bel-Air, $1,750; ½-ton pickup, $1,360, $1,125, $1,340, $1,150; SL Deluxe 4-dr., $1,800*, $1,790*, $1,425. '50 FL Deluxe 4-dr., $1,590*, $1,500*; 2-dr., $1,260; SL Deluxe club coupe, $1,400, $1,500*, $1,310; 2-dr., $1,380, $1,250, $1,400; 4-dr., $1,400; ½-ton pickup, $970. '49 FL Deluxe 4-dr., $1,125; 2-dr., $1,110; SL Deluxe conv., $1,105; 2-dr., $1,075. '48 FL 4-dr., $1,020, $1,000; ¾-ton pickup, $755; ½-ton pickup, $710; FM 4-dr., $700, $620; sedan delivery, $300. '47 SM 2-dr., $750; FM 4-dr., $825; ½-ton pickup, $650. '40 business coupe, $245.
CHRYSLER—'50 Windsor club coupe, $1,700. '49 NY 4-dr., $1,010; Windsor 4-dr., $1,000.
DeSOTO—'50 Custom 4-dr., 2 at $1,500.
DODGE—'50 Meadowbrook 4-dr., $1,310; ½-ton pickup, $425. '49 ½-ton panel, $680. '46 Custom 2-dr., $550. '40 4-dr., $300.
FORD—'51 Deluxe (8) 2-dr., $1,650, $1,675, $1,750; Custom (6) 2-dr., $1,750; Custom (8) 2-dr., $1,845*; conv., $1,850, $1,750; station wagon, $1,870; Victoria, $2,000; ½-ton pickup, $1,330. '50 Custom (8) 4-dr., $1,450, $1,350; 2-dr., $1,425, $1,400; Deluxe (8) 2-dr., $1,360; ½-ton pickup, $1,025, $940. '49 Custom (8) 4-dr., $940, $1,150; 2-dr., $975, $980, $1,010; ½-ton pickup, $690. '48 Deluxe (8) 4-dr., $900; 2-dr., $860. '47 SD (8) club coupe, $775, $875; 2-dr., $850; conv., $775; 4-dr., $945*. '46 SD (8) 2-dr., $825, $700; Deluxe (8) 2-dr., $710; (8) ½-ton pickup, $285. '41 SD (8) club coupe, $350.
HUDSON—'49 Commodore (8) 4-dr., $1,025.
KAISER—'49 Traveler, $800.
MERCURY—'51 club coupe, $2,125*; Monterey, $1,970. '49 2-dr., $1,175. '48 club coupe, $1,030. '47 4-dr., $725.
NASH—'46 (600) 4-dr., $450.
OLDSMOBILE—'50 (88) club coupe, $1,600; 2-dr., $1,660*, $1,625; 4-dr., $1,625, $1,680*. '49 (88) conv., $1,462*; (98) 4-dr., $1,350*. '48 (78) 2-dr., $425. '47 (68) conv., $575.
PLYMOUTH—'51 Cranbrook conv., $1,810, $1,800; club coupe, $1,625. '50 SD 2-dr., $1,395. '48 SD 4-dr., $1,070.
PONTIAC—'51 Chieftain (8) 2-dr., $2,025, $2,140*; Catalina, $2,450*, $2,300; (6) 4-dr., $2,050*. '48 Torpedo (8) 4-dr., $920*; (6) conv., $600.

N. PLAINFIELD, N. J.

(Lebanon Auto Auction. Sale every Wednesday.)
(Prices up $50. Sold 85 units out of 112 offerings.)

BUICK—'51 Super Riviera coupe, $2,500*. '50 RM sedan, $1,880*; Super conv., $1,900. '49 Super conv., $1,420*; sedan, $1,335*. '48 Super sedan, $1,020. '47 Super conv., $810. '46 RM sedan, $800.
CADILLAC—'49 (60) Special sedan, $2,385*. '48 (62) conv., $2,060*.
CHEVROLET—'50 SL Deluxe sedan, $1,470*, $1,425, 2 at $1,400, $1,365; conv., $1,350. '49 SL Deluxe sedan, $1,225, $1,200, $1,160, 3 at $1,100, $1,095; FL Special sedan, $1,100, $1,060, $1,000, $975. '47 aerosedan, $900; FM sedan, $850. '46 SM sedan, $745, $710.
CHRYSLER — '51 Windsor Newport, $2,550*; sedan, $2,310*. '48 Windsor club coupe, $1,000*. '42 Windsor conv., $330.
DeSOTO—'50 Custom club coupe, $1,650*. '49 Custom sedan, $1,425*. '46 Custom conv., $800.
DODGE — '51 Diplomat, $2,625*, $2,400*. '50 Coronet sedan, $1,635*, $1,550. '49 Coronet sedan, $1,300, $1,290, $1,280, $1,250. '48 Custom sedan, $980. '46 Custom sedan, $730.
FORD—'51 Deluxe (8) sedan, $1,530. '49 Custom (8) sedan, $1,100. '47 Deluxe (8) sedan, $740, $710. '41 SD (8) sedan, $375, $220.
LINCOLN — '49 Cosmopolitan sedan, $1,420*.
MERCURY—'50 sedan, $1,430. '49 sedan, $1,225. '46 sedan, $720, $700.
NASH—'50 Rambler station wagon, $1,150. '46 (600) sedan, $530.
OLDSMOBILE — '51 (98) sedan, $2,600*. '50 (88) sedan, $1,735*. '48 (98) conv., $1,050*. '47 (76) sedan, $845*, $730*.
PACKARD—'51 (200) sedan, $2,000*.
PLYMOUTH—'50 SD sedan, $1,360, $1,310, 2 at $1,300. '49 SD sedan, $1,200, $1,135, $1,100. '41 sedan, $275.
PONTIAC—'50 Chieftain (6) sedan, $1,620*, $1,420. '49 Chieftain (8) sedan, $1,425*; conv., $1,550*. '48 conv., $960. '47 Torpedo (6) sedan, $885.

DENVER

(Denver Auto Auction, Inc. Sale every Tuesday at Littleton, Colo.)
(Prices up again on clean '47 through '50 models. Demand exceptionally strong. Sold 243 units out of 285 offerings.)

BUICK—'51 RM sedan, $2,530*, $2,595*; Special sedan, $1,860, $2,600*, $2,250*. '50 Super sedan, $1,550*, $1,560*, $1,680*, $1,700*, $1,790*, $1,920*; Special sedan, $1,155*, $1,270*, $1,285, $1,340, $1,345, $1,495*, $1,550. '49 RM sedan, $1,210*, $1,245*, $1,260, $1,285*, $1,370*. '48 RM conv., $895*. '46 Super sedan, $550, $595, $720, $810.
CHEVROLET—'51 SL Deluxe sedan, $1,500, $1,545, $1,685, $1,755; ½-ton pickup, $1,325, $1,370. '50 Bel-Air, $1,590*, $1,655*, $1,720*; FL Deluxe sedan, $1,235, $1,250, $1,405, $1,445. '49 FL Deluxe sedan, $1,155, $1,165, $1,190, $1,205; SL Special sedan, $810, $960, $985, $1,065, $1,085. '47 FM sedan, $750, $775, $845, $855, $860, $900. '46 FL aerosedan, $635. '41 sedan, $410, $420, $435, $535.
CHRYSLER—'51 NY sedan, $2,775*; station wagon, $2,700*; Windsor sedan, $2,170*. '50 Royal sedan, $1,640*, $1,685*. '49 NY sedan, $1,400*, $1,410*, $1,425*, $1,445*, $1,450*, $1,515*; Windsor sedan, $1,300*, $1,315*, $1,320*, $1,350*, $1,365*, $1,395*. '48 Windsor sedan, $925*, $1,050*. '47 NY sedan, $680, $770*, $1,040*. '46 Windsor sedan, $705*.
DeSOTO—'50 Custom sedan, $1,555*.
DODGE — '51 ½-ton pickup, $1,150. '50 ½-ton pickup, $800. '49 Wayfarer sedan, $915*, $1,165*. '46 sedan, $520*.
FORD—'51 Victoria, $1,960*, $1,970*, $2,035*, $2,195*, $2,000*; station wagon, $1,950; conv., $1,800, $1,850*; Custom (8) sedan, $1,715*, $1,720, $1,795*, $1,800*; 2-dr., $1,565, $1,675*, $1,680*. '50 Custom (8) sedan, $1,105, $1,260; ¾-ton pickup, $885, $925. '49 Custom (8) sedan, $910, $935, $1,010, $1,040*, $1,125*; ½-ton pickup, $780, $800. '48 (8) sedan,

(Continued on Page 239)

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Used-Car Auction Prices

(Continued from Page 238)

$725, $840. '47 (6) sedan, $625, $630, $695, $700, $725. '46 (8) sedan, $565, $640, $660.

KAISER — '51 sedan, $1,390. '49 sedan, $720.

LINCOLN—'49 sedan, $1,105*.

MERCURY — '51 sedan, $1,895*, $2,065*. '50 sedan, $1,500, $1,505, $1,570, $1,620. '49 sedan, $1,235*, $1,305, $1,310, $1,365. '47 sedan, $730, $750, $770. '46 conv., $710.

OLDSMOBILE — '51 (98) sedan, $2,610*; (88) sedan, $2,310*, $2,535*. '50 (98) sedan, $1,655*, $1,975*; (76) sedan, $1,505*. '49 (98) sedan, $1,210*, $1,250*, $1,255*, $1,265*, $1,310*, $1,460*, $1,475*. '48 (98) sedan, $1,055*, $1,060*, $1,070*. '47 (76) sedan, $705*, $725*, $740*, $760*. '46 (76) sedan, $755*.

PACKARD—'51 (200) sedan, $1,960*. '49 sedan, $910*.

PLYMOUTH—'51 Savoy, $2,100; Suburban, $1,915, $1,975, $1,985, $2,030; Cranbrook sedan, $1,680; Cambridge sedan, $1,680. '50 Suburban, $1,495, $1,585; Deluxe sedan, $1,200. '49 SD conv., $1,160; Deluxe sedan, $1,010, $1,065, $1,080, $1,090.

PONTIAC—'51 Chieftain (6) sedan, $1,985*. '50 Chieftain (8) sedan, $1,385*, $1,625*. '49 SL (8) sedan, $1,060, $1,195*. '47 (8) sedan, $820.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday.)

(Heavy attendance at annual dealer feast pushed prices up $30 to $100 a unit.)

BUICK—'51 Special 4-dr., $1,675*. '49 RM conv., $1,280*; 2-dr., $1,355*. '48 Super conv., $1,040. '47 RM 2-dr., $765. '39 Special 4-dr., $150.

CADILLAC—'49 (6) 4-dr., $2,200*.

CHEVROLET—'51 SL Deluxe 4-dr., $1,700*; 2-dr., $1,710; FL Deluxe 2-dr., $1,700*; 4-dr., $1,650; Bel-Air, 2-dr., $1,810*. '50 SL Deluxe 2-dr., $1,455; SL Special 4-dr., $1,160; 2-dr., $1,280; conv. 2-dr., $1,320; FL Deluxe 2-dr., $1,380, $1,440; 4-dr., $1,400. '49 SL Deluxe club coupe, $1,220, $1,100. '48 SM 4-dr., $810; FM conv., $825, $785; FL 4-dr., $970. '47 FL aerosedan, $975; SM 4-dr., $830; FM 2-dr., $795. '46 FM 2-dr., $695; SM 4-dr., $580; FL aerosedan, $835. '41 SD 2-dr., $375. '40 MD 4-dr., $275.

DeSOTO—'49 Custom 4-dr., $1,340*. '48 Custom 2-dr., $810. '47 Custom 4-dr., $1,035*.

DODGE—'50 Wayfarer 2-dr., $1,190; Coronet club coupe, $1,400*.

FORD—'51 Custom (8) 4-dr., $1,810; Custom (6) 2-dr., $1,480. '50 Custom (8) 2-dr., $1,380, $1,340, $1,225; 4-dr., $1,295, $1,400, $1,360, $1,340; Custom (6) club coupe, $1,425; 2-dr., $1,300; Deluxe (6) 4-dr., $1,210; Deluxe (8) 4-dr., $1,300. '49 Deluxe (8) 4-dr., $975; Custom (6) 2-dr., $1,000; Custom (8) club coupe, $1,080, $1,045, $1,015; 2-dr., $1,130, $1,180, $1,100, $1,160; conv., $1,085, $1,400. '48 Deluxe (8) 2-dr., $900; club coupe, $800. '47 Deluxe (8) business coupe, $655, $650; (8) 4-dr., $800, $705; 2-dr., $780; SD (8) 2-dr., $835, $750; conv., $875, $780, $775; club coupe, $920. '46 SD (8) 2-dr., $680, $700, 2 at $710, $765; business coupe, $665; club coupe, $750, $700. '41 SD (8) 2-dr., $200, $235; 4-dr., $175. '39 (8) 4-dr., $245. '36 SD (8) 4-dr., $145.

NASH—'49 (600) 2-dr., $890. '47 Ambassador 4-dr., $530.

OLDSMOBILE—'51 (88) 4-dr., $2,400*. '49 (76) 4-dr., $1,210. '48 (98) 4-dr., $1,100.

PLYMOUTH — '51 Concord 2-dr., $1,625; Cranbrook 4-dr., $1,700. '49 SD 4-dr., $1,150; 2-dr., $1,210, $1,100; business coupe, $920. '47 SD 4-dr., $850.

PONTIAC—'46 SL (8) 2-dr., $750.

Mid-December

MASON CITY, IA.

(Lapiner's Car Auction. Sale every Wednesday.)

(Weather conditions bad and market off. Sold 64 units out of 108 offerings.)

BUICK—'50 Super 4-dr., $1,385*, $1,390*. '46 Super 4-dr., $495.

CADILLAC—'51 (62) club coupe, $3,750*. '49 (62) 4-dr., $2,045*.

CHEVROLET—'51 SL Deluxe 2-dr., $1,465, $1,505, $1,530; SL Special 2-dr., $1,375, $1,385, $1,395, $1,400. '50 SL Special 2-dr., $1,190. '49 FL Deluxe 2-dr., $1,000. '46 FL aerosedan, $635; Suburban, $410.

CHRYSLER—'47 Windsor 4-dr., $685.

DeSOTO—'51 Deluxe 4-dr., $1,745. '47 Custom 4-dr., $705.

FORD—'51 Custom 4-dr., $1,590*, $1,640*, $1,665*. '49 Custom (6) 2-dr., $885*; ½-ton pickup, $590. '48 SD (8) 2-dr., $495, $515, $595; station wagon, $640.

FRAZER—'48 4-dr., $535.

HUDSON—'50 Commodore (6) 4-dr., $1,145*. '48 Super (8) 2-dr., $715.

KAISER—'49 4-dr., $455, $455*. '47 4-dr., $290.

LINCOLN—'49 2-dr., $1,175*.

MERCURY—'49 2-dr., $995*.

NASH—'49 (600) 4-dr., $865*. '47 (600) 4-dr., $400.

OLDSMOBILE—'51 (88) Deluxe 2-dr., $1,840*. '48 (98) Deluxe club coupe, $900*. '47 (66) 4-dr., $640*.

PLYMOUTH—'49 Deluxe 2-dr., $935. '46 SD 4-dr., $500.

PONTIAC—'51 Chieftain (8) 4-dr., $2,030*. '50 Chieftain (6) Deluxe 2-dr., $1,150*. '49 (8) 2-dr., $1,125*. '46 (8) 4-dr., $610. '42 (6) 4-dr., $275.

STUDEBAKER—'50 Champion 4-dr., $1,145*.

AMARILLO, TEX.

(Amarillo Auto Auction. Sale every Friday.)

(Prices slightly lower. Sold 169 units out of 330 offerings.)

BUICK—'51 Super Riviera coupe, $2,305; RM Riviera coupe, $2,500*; Special 4-dr., $2,010*. '50 Special 4-dr., $1,260; Super 4-dr., $1,650*, $1,510*. '49 Super conv., $1,305; 2-dr., $1,200, $1,260*; Special 4-dr., $1,100, $1,170, $1,220*.

CADILLAC—'49 (62) conv., $1,975.

CHEVROLET—'51 SL Deluxe 4-dr., $1,590, $1,635, $1,720, $1,835*; club coupe, $1,590; 2-dr., $1,605, $1,695, $1,785*, 2 at

(Continued on Page 240)

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Seasonal Variations in 1951 . . .

Wholesale Used-Car Prices

(Continued from Page 239)

$1,810*; FL Special 4-dr., $1,000; FL Deluxe 4-dr., $1,195, $1,175; SL Special club coupe, $1,095; SL Deluxe 2-dr., $1,-110, $1,185, $1,215, $1,300*; Bel-Air, $1,575.

CHRYSLER—'50 Royal club coupe, $1,305; Windsor 4-dr., $1,510.

DeSOTO—'50 Deluxe club coupe, $1,340; Custom station wagon, $1,650; 4-dr., $1,435.

DODGE—'51 Coronet club coupe, $1,510. '50 Coronet 4-dr., $1,200, $1,305. '48 Deluxe 4-dr., $805; 2-dr., $770.

FORD—'51 Deluxe (8) 2-dr., $1,325, $1,-490; Custom (8) 4-dr., $1,690, $1,700, $1,875*; station wagon, $2,085*. '50 Custom (8) 2-dr., $1,175, $1,220; Deluxe (8) 4-dr., $1,050. '49 Deluxe (8) club coupe, $905.

HUDSON—'48 2-dr., $590.

LINCOLN—'49 4-dr., $1,050.

MERCURY — '51 club coupe, $2,200*; 2-dr., $1,780; 4-dr., $1,800. '50 club coupe, $1,440.

NASH—'51 Rambler station wagon, $1,-200. '49 (600) 4-dr., $800.

OLDSMOBILE—'51 Super (88) 2-dr., $2,-205*, $2,290*; 4-dr., $2,360*. '50 (88) 2-dr., $1,660*; 4-dr., $1,565; (76) 2-dr., $1,235*. '49 (98) 4-dr., $1,350*.

PLYMOUTH—'51 Cambridge club coupe, $1,625; 4-dr., $1,590; Belvedere, $2,035. '50 Suburban, $1,420. '47 Deluxe 4-dr., $530, $595.

PONTIAC—'50 (8) 4-dr., $1,560*. '49 (8) 4-dr., $1,110, $1,150. '48 (8) 4-dr., $815, $895*; 2-dr., $785; station wagon, $825.

STUDEBAKER—'51 Champion RD club coupe, $1,470; 2-dr., $1,450; 4-dr., $1,-435. '50 Champion conv., $1,070.

ALBANY, N. Y.

(Tim Anspach's Dealers Auto Auction. Sale every Monday.)

(Subzero weather and bad road conditions kept at least 100 cars away. Prices steady to higher. Sold 53 units out of 63 offerings.)

BUICK—'50 Special sedanet, $1,260*. '49 Super sedanet, $1,160*; conv., $1,300*; RM sedan, $1,215*. '47 Super 2-dr., $660.

CADILLAC—'51 (60) Special sedan, $4,-000*. '47 (62) sedan, $1,100*. '41 (62) sedan, $400.

CHEVROLET—'51 SL Special 2-dr., $1,-420; SL Deluxe sedan, $1,510*. '50 SL Deluxe 2-dr., $1,200; FL Deluxe 4-dr., $1,270, $1,120. '49 SL Special sedan, $1,020, $880. '48 SM 2-dr., $770. '47 SM sedan, $750, $570. '46 SM sedan, $570, $600. '42 MD club coupe, $280; SD business coupe, $325. '41 MD 2-dr., $200. '40 SD business coupe, $150.

CHRYSLER—'50 Windsor conv., $1,650*.

DODGE — '50 Wayfarer business coupe, $900; Coronet sedan, $1,350. '48 Custom club coupe, $850. '46 Deluxe 4-dr., $480.

FORD—'51 Custom (6) sedan, $1,400. '50 Custom (8) sedan, $1,050; Deluxe (8) sedan, $960. '49 Custom (8) sedan, $960*, $905; Custom (6) sedan, $775.

HUDSON—'41 Super (6) sedan, $125.

KAISER—'51 Henry J (6) 2-dr., $820.

MERCURY—'50 club coupe, $1,240. '49 sedan, $1,060. '47 station wagon, $500.

NASH—'49 (600) 2-dr., $850.

OLDSMOBILE—'50 (88) sedan, $1,575*.

PACKARD—'50 Deluxe 4-dr., $1,060.

PLYMOUTH—'51 Cranbrook 4-dr., $1,550. '47 Deluxe sedan, $670, $570.

PONTIAC—'52 Chieftain (8) 2-dr., $2,-360*. '46 SL (8) sedan, $580. '42 SL (6) sedan, $335.

STUDEBAKER—'50 Champion sedan, $900; Commander 2-dr., $910*. '49 Champion 4-dr., $875.

N. PLAINFIELD, N. J.

(Lebanon Auto Auction. Sale every Wednesday.)

(Smaller sale because of icy roads, but action was good. Prices steady. Sold 44 units out of 78 offerings.)

BUICK—'51 Super Riviera coupe, $2,180. '50 Super Riviera coupe, $1,720; Special sedan, $1,350. '48 Super sedan, $1,050; RM sedan, $975.

CHEVROLET—'50 SL Deluxe sedan, $1,-265, $1,240; FL Special sedan, $1,150, $1,125. '49 SL Deluxe sedan, $1,100, 2 at $1,040, $1,035, $1,000; FL Special sedan, $950, $925, 2 at $910, $895. '48 FM sedan, $845. '46 sedan, $640.

CHRYSLER — '51 Windsor Deluxe sedan, $2,275. '49 Royal sedan, $1,395; NY sedan, $1,260. '48 NY sedan, $990.

DODGE—'49 Meadowbrook sedan, $1,210. '46 sedan, $650.

FRAZER—'47 Manhattan sedan, $550*.

HUDSON—'48 Super (6) sedan, $840*.

MERCURY—'49 sedan, $1,070.

NASH—'50 Statesman sedan, $1,050.

OLDSMOBILE — '48 (98) sedan, $1,090*. '47 (76) sedan, $750.

PLYMOUTH — '51 Cranbrook sedan, $1,-585; Cambridge sedan, $1,460. '48 SD sedan, $890.

PONTIAC—'51 Chieftain (8) sedan, $2,000, $1,975, $1,955. '46 Torpedo (8) sedan, $685.

STUDEBAKER — '47 Commander sedan, $835*.

WILLYS—'47 Jeep with snow plow, $900.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.)

(Sold 124 units out of 218 offerings.)

BUICK — '51 RM 4-dr., $1,960; Special 4-dr., $2,200*; 2-dr., $2,000; Super 4-dr., $2,325*. '50 RM conv., $1,710*; Super Riviera coupe, $1,775*; Special 4-dr., $1,140. '49 RM 4-dr., $1,000*; conv., $1,000. '48 Super 2-dr., $775. '47 RM 4-dr., $525. '40 Super 4-dr., $175.

CADILLAC—'50 (62) 4-dr., $2,675*; (60) Special 4-dr., $3,175*.

CHEVROLET—'51 Bel-Air, $1,825*; SL Deluxe 4-dr., $1,600; 2-dr., $1,380. '50 FL Deluxe 4-dr., $1,025; SL Deluxe 4-dr., $1,300. '49 FL Deluxe 4-dr., $1,025; SL Deluxe 4-dr., $1,000. '48 FM 4-dr., $920, $1,000; FL aerosedan 2-dr., $910, $890. '47 FL aerosedan 2-dr., $600; ¾-ton pickup, $495. '46 SM 4-dr., $755. '42 ½-ton pickup, $200, $325.

CHRYSLER—'50 Windsor club coupe, $1,-500. '48 Windsor conv., $500.

DeSOTO—'50 Custom 4-dr., $1,500.

DODGE—'52 station wagon, $2,550. '51 Meadowbrook 4-dr., $1,675; Wayfarer 2-dr., $1,400. '50 Meadowbrook 4-dr., $1,-200. '46 1-ton truck, $110.

FORD—'51 Custom (6) 2-dr., $1,400; Custom (8) 4-dr., $1,925*, $1,800; Victoria, $1,750; 2-dr., $1,975*, $1,590; Deluxe ½-ton pickup, $1,200. '50 ½-ton pickup, $875; Custom (8) 4-dr., $1,290, $1,-180; conv., $1,300; 2-dr., $1,260. '49 Custom (8) 2-dr., $980, $1,000; 4-dr., $830; club coupe, $1,000. '48 SD (8) 4-dr., $880. '47 SD (8) 4-dr., $855, $750. '46 SD (8) 2-dr., $500, $640.

KAISER—'51 Deluxe 4-dr., $1,300.

MERCURY—'51 4-dr., $1,675. '50 4-dr., $1,350. '47 club coupe, $730.

NASH—'50 Rambler conv., $1,025.

OLDSMOBILE — '51 (98) conv., $2,160*; Super (88) 4-dr., $2,325*. '50 (88) 4-dr., $1,540*. '49 (98) 4-dr., $1,225*, $1,000.

PACKARD—'51 (200) 2-dr., $1,825; 4-dr., $1,800.

PLYMOUTH—'51 Cranbrook 4-dr., $1,550; 2-dr., $1,425. '50 suburban, $1,375. '49 conv., $860; SD 4-dr., $1,025.

PONTIAC—'51 Chieftain (8) Standard 4-dr., $1,455. '50 Catalina, $1,600*; Chieftain (8) 4-dr., $1,500, 2 at $1,550.

STUDEBAKER — '48 Commander conv., $700.

WILLYS—'51 station wagon, $1,250. '49 station wagon, $700. '48 ½-ton pickup, $180.

MISCELLANEOUS—'49 GMC ½-ton pickup, $680. '48 International ½-ton pickup, $215. '46 International ½-ton pickup, $135.

OAKLAND, CALIF.

(A. L. Pollock's Auto Dealers Wholesale Auction. Sale every Wednesday.)

BUICK — '51 Special 2-dr., $1,765. '50 Super 2-dr., $1,315; RM 4-dr., $1,750*; Special 4-dr., $940. '49 Super 4-dr., $1,-255; conv., $1,450*, $1,385. '48 RM station wagon, $855; conv., $1,140. '47 2-dr., $825. '46 Super 4-dr., $650; 2-dr., $680, $850. '41 4-dr., $295, $160. '40 4-dr., $205.

CADILLAC—'50 (62) conv., $3,350*; club coupe, $3,425*; 4-dr., $3,115*; (61) club coupe, $3,155*. '49 (62) 4-dr., $2,180*, $2,100*.

CHEVROLET—'51 FL Deluxe 2-dr., $1,575. '50 SL Deluxe 2-dr., $1,275. '49 SL Deluxe 2-dr., $1,165; 4-dr., $1,125. '48 SM 2-dr., $805; FM 2-dr., $850, $950. '47 FM 2-dr., $830; SM 2-dr., $670. '46 FM 4-dr., $680, $675, $690; conv., $675. '42 MD 4-dr., $380; SD 4-dr., $230. '41 2-dr., $175. '40 coupe, $150.

CHRYSLER—'51 Saratoga club coupe, $2,-

(Continued on Page 241)

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Seasonal Variations in 1951 . . .

Wholesale Used-Car Prices

(Continued from Page 240)

700. '47 Saratoga 4-dr., $825; Royal 4-dr., $670. '42 Highlander club coupe, $410.

DODGE—'50 Coronet 4-dr., $1,370; conv., $1,640*. '47 Custom 4-dr., $805. '46 half-ton pickup, $575.

FORD—'51 Deluxe (8) 2-dr., $1,420; Custom (8) 2-dr., $1,750; conv., $1,835; (8) ½-ton pickup, $1,285. '50 Custom (8) 2-dr., $1,205; Deluxe (6) 2-dr., $1,005. '49 Custom (8) conv., $980; 2-dr., $1,080; Custom (6) 2-dr., $1,025; Deluxe (8) 4-dr., $980; business coupe, $890; 2-dr., $900. '48 SD (6) club coupe, $755; Deluxe (8) 4-dr., $765. '47 SD (8) 4-dr., $650, $665, $675, $715. '46 Deluxe (8) 4-dr., $665; station wagon, $605, $635. '41 (8) station wagon, $300; conv., $300. '40 2-dr., $115. '39 conv., $195.

HUDSON — '50 Pacemaker 4-dr., $930; Super (8) 2-dr., $1,120. '48 Commodore (8) 2-dr., $995; Super (6) 4-dr., $780. '46 4-dr., $280.

LINCOLN—'49 4-dr., $1,055; Cosmopolitan 4-dr., $1,230.

MERCURY—'51 2-dr., $2,110, $1,940; club coupe, $2,095. '50 club coupe, $1,510. '49 2-dr., $1,330. '47 4-dr., $670. '46 4-dr., $650. '40 4-dr., $175.

NASH—'49 (600) 4-dr., $940.

OLDSMOBILE — '50 (88) 2-dr., $1,570*; 4-dr., $1,775*. '49 (88) 2-dr., $1,405, $1,385; (98) Deluxe 4-dr., $1,430. '47 (66) club coupe, $790. '42 (6) 4-dr., $280*. '41 (8) conv., $205; 4-dr., $150, $285*.

PONTIAC—'50 SL (6) 4-dr., $1,405. '49 (8) club coupe, $1,320*. '48 (8) conv., $980; 4-dr., $870. '47 SL (8) 2-dr., $855, $875; Torpedo (6) 2-dr., $710, $735. '41 (8) 4-dr., $250.

PLYMOUTH — '51 Belvedere, $1,790. '46 SD 4-dr., $650; Deluxe 4-dr., $490. '40 coupe, $130.

STUDEBAKER—'50 Champion 4-dr., $1,090; conv., $1,210; 2-dr., $1,190; Commander club coupe, $1,150. '47 2-dr., $780. '46 Champion 4-dr., $465; ½-ton pickup, $425.

WILLYS—'49 Jeep, $885. '45 Jeep, $385.

MISCELLANEOUS—'51 GMC ½-ton pickup, $1,500.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday.)

(Excellent sale considering the season. Sold 44 units out of 73 offerings.)

BUICK—'49 Special 2-dr., $1,195*, $1,210*. '41 Special 4-dr., $310. '39 4-dr., $100.

CADILLAC—'47 (62) 4-dr., $910.

CHEVROLET—'51 SL Deluxe 4-dr., $1,670*; 1-ton pickup, $900. '49 FL Special 2-dr., $895; FL Deluxe 2-dr., $1,150; SL Deluxe 4-dr., $1,065. '48 aerosedan, $930. '47 FM 4-dr., $510; SM club coupe, $650. '41 SM 2-dr., $310.

CHRYSLER—'50 Windsor 4-dr., $1,360.

FORD—'51 Custom (8) 2-dr., $1,505; Victoria, $1,740. '50 Custom (8) club coupe, $1,190. '49 Custom (8) club coupe, $960. '47 SD (8) club coupe, $740; 4-dr., $695; 2-dr., $770. '46 SD (8) club coupe, $680; 2-dr., $535. '40 (8) 2-dr., $150; club coupe, $295. '32 roadster, $110.

FRAZER—'47 4-dr., $520.

HUDSON—'46 (6) 2-dr., $300.

MERCURY—'47 club coupe, $780.

OLDSMOBILE—'41 club coupe, $250.

PACKARD — '48 4-dr., $810. '41 4-dr., $125. '40 4-dr., $110.

PLYMOUTH—'51 Cranbrook 2-dr., $1,545. '48 SD club coupe, $810, $895, $690; 4-dr., $760.

STUDEBAKER—'50 Champion 4-dr., $960.

PONTIAC—'50 SL (8) 2-dr., $1,350. '46 SL (8) 4-dr., $650.

MISCELLANEOUS—'50 GMC ½-ton pickup, $760.

MANHEIM, PA.

(Manheim Auto Sales & Auto Auction, Inc. Sale every Friday.)

(Market good considering the poor weather. Sold 51 units out of 115 offerings.)

BUICK—'51 Special 2-dr., $1,970. '50 RM Riviera coupe, $1,645. '49 Super 4-dr., $1,245*, $1,225*; RM 4-dr., $1,230*. '47 RM 4-dr., $785.

CADILLAC—'51 (62) 4-dr., $3,250*. '50 (62) 4-dr., $2,830*. '48 (61) 4-dr., $1,715*; (62) 4-dr., $1,690. '46 (60) Special 4-dr., $1,090*.

CHEVROLET—'51 SL Deluxe 4-dr., $1,660*; FL Deluxe 2-dr., $1,645*. '50 Bel-Air, $1,560*. '49 SL Deluxe 4-dr., $960. '47 FL aerosedan, $840. '46 SM 4-dr., $665; FM 2-dr., $530.

CHRYSLER—'51 Saratoga club coupe, $2,425. '49 Windsor 4-dr., $1,270. '48 Windsor 4-dr., $990.

DeSOTO—'51 Custom club coupe, $1,940.

DODGE — '51 Coronet 4-dr., $1,740. '50 Wayfarer 2-dr., $1,140. '49 Coronet 4-dr., $1,175, $1,110.

FORD — '51 station wagon, $1,835; Victoria, $1,750; Crestliner, $1,650; Custom (8) 2-dr., $1,610. '50 Custom (8) 2-dr., $1,180. '49 Custom (8) 2-dr., $1,030. '48 station wagon, $700.

FRAZER—'48 Manhattan 4-dr., $700. '47 4-dr., $480.

HUDSON—'49 Super (6) 2-dr., $880.

KAISER—'51 4-dr., $1,160. '49 4-dr., $735.

LINCOLN — '50 Cosmopolitan 4-dr., $1,725*.

MERCURY — '51 2-dr., $1,700. '50 club coupe, $1,410, $1,330. '47 4-dr., $680. '46 4-dr., $700.

NASH—'51 Ambassador 4-dr., $1,500. '50 Ambassador 4-dr., $1,110. '48 (600) 4-dr., $605.

OLDSMOBILE—'51 (98) 4-dr., $2,270*. '50 (88) 2-dr., $1,400*. '49 (98) 4-dr., $1,260*. '47 (98) 4-dr., $780; (78) 2-dr., $760*.

PLYMOUTH—'51 Cranbrook 4-dr., $1,750, $1,605; Belvedere, $1,705, $1,700. '49 SD 4-dr., $1,080.

PONTIAC—'51 Chieftain (8) 4-dr., $1,900*; SL (6) 2-dr., $1,420*, $1,320. '48 (8) 4-dr., $810.

STUDEBAKER—'51 Champion 4-dr., $1,380. '49 1-ton pickup, $505. '47 Champion 4-dr., $620.

WILLYS—'49 Jeepster, $675.

HORSEHEADS, N. Y.

(Horseheads Auto Auction. Sale every Friday.)

(Market is in a holiday slump.)

BUICK—'46 RM sedan, $525. '41 Special sedan, $270, $285.

CHEVROLET—'49 SL Deluxe sedan, $995. '48 FL aerosedan, $830. '46 SM sedan, $570; FM club coupe, $690.

CHRYSLER—'48 Windsor sedan, $800. '47 Windsor sedan, $700.

DeSOTO—'47 Custom club coupe, $795.

DODGE—'46 Deluxe sedan, $620.

FORD—'49 Custom (8) sedan, $800, $810. '46 SD (8) sedan, $600. '41 (8) sedan, $260.

MERCURY—'49 club coupe, $960*.

OLDSMOBILE—'46 (78) sedan, $535.

PLYMOUTH—'50 SD sedan, $1,150; Deluxe sedan, $1,020. '48 Deluxe sedan, $795. '47 SD sedan, $710.

PONTIAC—'46 (8) sedan, $630.

STUDEBAKER — '47 Champion sedan, $550.

WILLYS—'47 Jeep, $500. '46 Jeep, $550.

EBENSBURG, PA.

(Ebensburg Auto Auction Co. Sale every Thursday.)

(Severe winter weather has practically paralyzed the used-car market. Sold 30 units out of 43 offerings.)

BUICK—'49 RM 4-dr., $1,300*. '48 Super sedanet, $910.

CHEVROLET — '51 Bel-Air, $1,790*. '50 FL Deluxe 4-dr., $1,170*; 2-dr., $1,335*; SL Special 4-dr., $1,150. '49 FL Deluxe 2-dr., $965. '48 ¾-ton pickup, $670. '47 FL aerosedan, $740, $710. '46 FM 4-dr., $625. '42 FL aerosedan, $300.

DeSOTO—'48 Custom club coupe, $870.

DODGE—'49 Coronet club coupe, $1,160*.

FORD—'50 Custom (6) 2-dr., $980. '49 Custom (8) 4-dr., $830. '47 SD (6) club coupe, $605. '46 Deluxe (8) 4-dr., $510.

LINCOLN—'49 2-dr., $860.

MERCURY—'51 4-dr., $1,645*. '50 club coupe, $1,215.

NASH—'48 (600) 4-dr., $725.

OLDSMOBILE—'49 (98) 4-dr., $1,150*.

PACKARD—'49 4-dr., $935*.

PLYMOUTH—'51 Cambridge club coupe, $1,465. '49 SD 4-dr., $1,020. '47 SD club coupe, $705.

STUDEBAKER — '48 Land Cruiser 4-dr., $740*. '46 Champion 4-dr., $200.

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Serving Industry Since 1884

Chas. T. Bush
President

State Sales Taxes: Types and Rates

January 1, 1952

STATE	Type of tax[1]	Use Tax	Rates on retail sales: Tangible personal property	Automobiles	Selected services: Amusements	Restaurants	Public utilities	Rates on other sales and services
Alabama	Retail sales	X	3%[2]	1%	3%	3%		
Arizona	Retail sales		2[2]	2	2	1	1%[3]	Wholesale sales of poultry and stock feed to consumers and meat packing, ¼%; advertising, printing and publishing, contracting, extracting and processing minerals and timber, 1%; hotel, apartment and office rentals; storage, credit and collection agencies, 2%.
Arkansas	Retail sales	X	2[2]	2	2	2	2[4]	Printing and photography, rental of rooms by hotels, rooming houses, and tourist courts, 2%.
California	Retail sales	X	3	3		3		
Colorado	Retail sales	X	2	2		2	2[5]	
Connecticut[6]	Retail sales	X	2[2]	2		2[7]		
Florida	Retail sales	X	3[2]		3[8]	3	[9]	Rental of living quarters (for less than 6 months), 3%.
Georgia	Retail sales	X	3[2]	3	3		3[10]	Rental of rooms to transients (for less than 90 consecutive days), 3%.
Illinois	Retail sales		2[11]	2			[12]	
Indiana	Gross income		⅝		1¼	⅝	1¼	Dry cleaning and laundering, ⅝%; all other income, 1¼%, except income received from wholesaling, display advertising, and industrial processing, ½%.
Iowa	Retail sales	X	2[13]	2	2	2	2[4]	
Kansas	Retail sales	X	2[2]	2	2	2	2[4]	
Louisiana	Retail sales	X	2[2]	2	2	2		Hotels, laundry and dry cleaning, automobile and cold storage, printing, and repair services to tangible personal property, 2%.
Maine	Retail sales	X	2[2]			2	2[14]	
Maryland	Retail sales	X	2[15]	2			2[16]	
Michigan	Retail sales	X	3	3		3	3[16]	
Mississippi	General sales	X	2[2]	2	[17]	2	2[3]	Retail sales of pasteurized milk and farm tractors, 1%; wholesaling, ⅛%; contracting (when contract price exceeds specified amounts), 1%; extracting, and miscellaneous businesses (including cotton presses, gins and warehouses, hotels and tourist courts, laundry and dry cleaning, meat curing, photography, storage, termite and pest control services, transfer business, and specified repair services), 2%.
Missouri	Retail sales	[18]	2[2]	2	2	2	2[4]	
New Mexico	Gross receipts	X	2[2]	2	2	2	2[10]	Manufacturing, ¼%; wholesaling, ⅛%; extracting (other than gas, oil, and coal) and processing natural resource products, ½%; oil and gas production, 2⅛% (including the ⅛% regulatory tax); cutting timber, ¼%; contracting, real estate brokers, factors, agents, professional and personal services (but not including wages and salaries) and miscellaneous businesses, 2%.
North Carolina[19]	General sales	X	3	3*	3	3		Wholesaling, 1/20%.
North Dakota	Retail sales	X	2	2	2	2	2[4]	
Ohio	Retail sales	X	3[2]	3		3		
Oklahoma	Retail sales	X	2[2, 20]	2	2	2	2[21]	Advertising (exclusive of newspapers, periodicals and billboards), printing, automobile storage, and rental of rooms by hotels, rooming houses, and tourist camps, 2%.
Rhode Island[22]	Retail sales	X	1[2]	2		1	1[5]	
South Carolina[23]	Retail sales	X	3	3*				
South Dakota	Retail sales	X	2	3	2	2	2[4]	
Tennessee	Retail sales	X	2[2]	2		2		
Utah	Retail sales	X	2	2	2	2	2[24]	
Washington	Retail sales	X	3[2]	3		3		Transient lodging, 3% (Nov. 1, 1951-May 1, 1953).
	Gross receipts		¼		½[25]	¼		Manufacturing (except flour, which is taxed at ⅛%), ¼%; wholesaling (except wheat, oats, corn and barley, which are taxed at 1/100%), ¼%; extracting, printing, publishing, road and bridge construction, ¼%; professional and personal services rendered to persons (but not to personal property), and miscellaneous businesses, ½%.
West Virginia	Retail sales	X	2[2]	2	2	2		All services except personal, professional and public utilities, 2%.
	Gross receipts		½		65/100	½	1.3-5.2	Manufacturing, 39/100%; wholesaling, 195/1000%; extracting, 1.3 to 7.8%; contracting, 2%; all service businesses (not including professional services and services rendered by an employe).
Wyoming	Retail sales	X	2[2]	2	2	2	2[11]	
Dist. of Columbia	Retail sales	X	2	2		2[26]	2[27]	

Source: Treasury Department, Tax Advisory Staff of the Secretary.

*North Carolina Automobile Tax Maximum, $15.00. South Carolina Automobile Tax Maximum, $75.00.

[1]Types of tax: (1) Retail sales—applies to sales of tangible personal property at retail or to final consumer, and, generally, to specified services such as amusements, restaurant meals, hotel rooms, and public utility services.
(2) General sales—applies to sales of tangible personal property at both wholesale and retail, and, in some cases, to specified services.
(3) Gross receipts—applies to sales by manufacturer, wholesaler, and retailer, receipts from miscellaneous services and businesses, and, in some cases, professional and personal services.
(4) Gross income—applies to all types of business and personal income.

[2]Applies to rentals as well as sales.
[3]Applies to all public utilities, including transportation of oil and gas by pipeline. In Mississippi, the rate on sales of industrial gas and electricity is 1%.
[4]Applies to all public utilities except transportation; in Missouri, to all except transportation of freight.
[5]Applies to gas, electricty, telephone, and telegraph.
[6]The 2% rate applies to the period July 1, 1949 to June 30, 1953.
[7]Meals selling for less than $1 are exempt.
[8]Admissions under 40 cents are exempt.
[9]Electricity, gas, water, and communications are specifically exempt.
[10]Applies to all public utilities except water.
[11]The 2% rate is applied to 98 percent of gross receipts.
[12]Utilities are exempt from the sales tax, but an equivalent tax of 3% is levied under a separate act.
[13]Sales of motor vehicles are specifically exempt from the sales tax but are subject to the use tax which is payable at the time of licensing the vehicle.
[14]Applies to electricity, gas and water.
[15]Sales of motor vehicles are exempt from the sales tax but are subject to a 2% titling tax.
[16]Applies to electricity and gas only.
[17]Applies to billiard parlors and bowling alleys only. Admissions to theaters and other amusement places are subject to a special amusements tax.
[18]Applies only to new and used motor vehicles purchased outside the state.
[19]The maximum tax on any single article is $15.
[20]Sales of motor vehicles are specifically exempt, but a special excise tax of 2% is levied upon the transfer of ownership and the use of a vehicle registered in the state.
[21]Applies to all public utilities except water, transportation of freight, and transportation of persons where the fare does not exceed 15 cents.
[22]The rate is 2% for the period June 1, 1951 through May 31, 1952.
[23]Maximum tax limitations on any single article are: $25 when sale price is not in excess of $1,500, $40 when it is not in excess of $3,000, and $75 when it exceeds $3,000.
[24]Specifically excluded are street railway fares and intrastate movements of freight and express.
[25]The rate on operators of mechanical devices is 20 percent in the case of games of skill, or a combination of skill and chance, and 40 percent on games of chance only.
[26]Meals selling for $1.25 or less are exempt.
[27]Transportation and communication services are exempt.

Who's Who Listings Indexed by Products

Designed as a time-saver for readers, the following Product Index was compiled solely from the "Who's Who" lists supplied by manufacturers. It is not presented as a complete product listing of all manufacturers, and any errors or omissions will be corrected in later issues of the Almanac.

ACCESSORIES *(Including Service Accessory Items)*

A.C. Spark Plug Div. ... 167
Abcone Die Casting Co. ... 167
Acme Rubber Mfg. Co. ... 167
Acme Specialty Co., The ... 167
Admiral Products Co. ... 167
Adronics, Inc. ... 167
Air Lift Co. ... 167
Allen Products Corp. ... 167
Alton Auto Products ... 168
American Automatic Devices Co. ... 168
American Chain Div. ... 168
American Muffler Co. ... 168
American Octanator Corp. ... 168
Anchor Post Products ... 169
Anderson Co., The ... 169
Appleton Electric Co. ... 169
Aro Mfg. Co., Inc. ... 170
Arrow Safety Device Co. ... 170
Arvin Industries, Inc. ... 170
Atom-Otive Mfg. Corp. ... 170
Automatic Radio Mfg. Co., Inc. ... 170
Automotive Aids Co. ... 170
Auto Ventshade Co. ... 170
Automotive Safety Device Co. ... 171
Automotive & Marine Products Corp. ... 171
Auto Tray Co., Inc. ... 171
Bargman Co., Theodore ... 171
Beacon Corp., The ... 172
Bendix Radio Communications Div. ... 172
Bendix Westinghouse Air Brake Co. ... 172
Benmatt Organization, Inc. ... 172
Bertley Co., Inc. ... 174
Bishop & Babcock Mfg. Co. ... 174
Borg Products Div. ... 174
Brach Mfg. Corp. ... 175
Brewster Mfg. Co. ... 175
Briggs Filtration ... 175
Brown-Lipe-Chapin Div. ... 176
Budd Barr Industries ... 176
Buell Mfg. ... 176
Calco Steel Products Co. ... 178
Calnevar Co. ... 178
Campbell Chain Co. ... 178
Campbell Co., Inc., A. S. ... 178
Car-Bar Co. ... 178
Casco Products Corp. ... 180
Cello Products Co. ... 180
Central Motor Co. ... 180
Chapman Mfg. Co. ... 180
Charm Products Mfg. Corp. ... 180
Cleveland Chain & Mfg. Co. ... 182
Columbus McKinnon Chain Corp. ... 182
Compco Corp. ... 184
Consumers Specialty Mfg. Co. ... 184
Contempo Luggage Co. ... 184
Crawford Mfg. Co., Inc. ... 184
Crest Mfg. Co. ... 184
Crown Luggage Co. ... 184
Crump Co., Inc., B. T. ... 184
Cuno Engineering Corp. ... 184
Damar Products, Inc. ... 185
Defiance Mfg. ... 185
Delco Radio Div., G.M.C. ... 185
Del Krome Corp. ... 185
Deluxe Products Corp. ... 185
Dieterich Products Corp. ... 186
Dietz Co., R. E. ... 186
Dinsmore Instrument Co. ... 186
Doan Mfg. ... 186
Do-Ray Lamp Co., Inc. ... 187
Douglas Co., The ... 187
E. A. Laboratories, Inc. ... 188
Eaton Mfg. Co. ... 188
Edro Corp., The ... 188
Elkhart Welding & Boiler Works ... 189
Erie Mfg. Div., Pressed Steel Car Co., Inc. ... 189
Excel Corp. ... 189
Excello Accessories Manufacturers ... 189
Fabric Mfg. Co., Inc. ... 189
Fedders-Quigan Corp. ... 189
Filtors, Inc. ... 190
Filtorzone Auto Co. ... 190
Firman Leather Goods Corp. ... 190
Fluid Heat Automotive Div. ... 191
Fram Corporation ... 191
Fraser Products Co. ... 191
Friez Instrument Div. ... 191
Fry Products, Inc. ... 192
Fulton Co., The ... 192
Gantner Industries, Inc. ... 192
Gem Mfg. Co. ... 192
General Electric Co. ... 192
Gits Moulding Corp. ... 194
Glass Laboratories, Inc. ... 194
Glostex Products, Inc. ... 194
Greenfield Co. ... 194
Griffin Lamp Co. ... 195
Groboski Industries ... 195
Grote Mfg. Co., Inc. ... 195
Grover Products Co. ... 195
Guide Lamp Div., G.M.C. ... 195
Hall Products, Inc. ... 195
Hassell, Mfg. & Distributing Co., Denton ... 196
Hastings Mfg. Co. ... 196
Helm Accessories, Inc. ... 196
Helms Industrial Development Co. ... 196
Hinson Mfg. Co. ... 197
Hobbs Corp., John W. ... 197
Houdaille-Hershey Corp. ... 197
Hull Mfg. Co. ... 198
Hush Bumpers, Inc. ... 198
Hydra Prod. Co. ... 198
Inland Mfg. Div. ... 198
Internation Mfg. Co. ... 199
Jay Electric Co. ... 199
Joma Mfg. Co., Inc. ... 199
K-D Lamp Co. ... 199
Kilborn-Sauer Co. ... 200
Kitson, Inc., Arthur H. ... 200
Knight Co., Geo. ... 200
Knight-Morley Corp. ... 201
Lumidor Mfg. Co., Inc. ... 203
Lyon, Inc. ... 203
Maldeh Auto Top Co., Inc. ... 203
Martin Bros., Inc. ... 204
Mats, Unlimited ... 204
McCreight Products, A. N. ... 204
McKay Company ... 204
Micron Machine Corp. ... 205
Miller Mfg. Co. ... 205
Mocar Products ... 205
Modern Accessories Co. ... 205
Monarch Governor Co. ... 206
Motorola, Inc. ... 206
Namsco, Inc. ... 207
Nash Brothers ... 207
National Carbon Div. ... 207
Newark Auto Top & Body Co. ... 208
Newhouse Automotive & Mfg. Industries ... 208
Norlipp Co. ... 208
Oakman Mfg. Co. ... 208
Oil-Eye Corp. of America ... 208
P-J Industries ... 208
Parker Products, Inc. ... 209
Peckat, Charles Mfg. Co. ... 209
Pennsylvania Refining Co. ... 209
Peters & Russell, Inc. ... 210
Phoenix Auto Products Co. ... 210
Pres-A-Lite Corp. ... 210
Purolator Products, Inc. ... 210
Ranco, Inc. ... 211
Rankin Mfg. Co. ... 211
Revere Copper & Brass, Inc. ... 211
Roberk Co. ... 212
Robbins Co., Jim ... 212
Rodman Mfg. Co., Inc. ... 212
Rop-Loc Products Co. ... 213
S & M Lamp Co. ... 213
S-W-W, Inc. ... 213
Safetee Glass Company ... 213
Santay Corp. ... 213
S. Co. T., Inc. ... 215
Scully Signal Co. ... 215
Shaw, Joseph, Co. ... 215
Sellwell Industries, Inc. ... 215
Signal-Stat Corp. ... 216
Signa-Craft Corp. ... 216
Silver Vogue Auto Seat Cover Co. ... 216
Sleetex Co., Inc. ... 216
Snyder Mfg. Co. ... 216
So. Calif. Plating Co. ... 216
South Bend Wood Parts ... 216
Sparton Automotive Div. ... 216
Speaker Corp., J. W. ... 216
Standard Die Cast Co. ... 216
Standard Pressed Steel ... 216
Standard Thomson Corp. ... 217
Stemac Co. ... 217
Stevens Mfg. Co. ... 217
Stewart-Warner Corp ... 217
Sun Electric Corp. ... 217
Supersite Corp. ... 218
Texelent Corp. ... 218
Triangle Jack, Inc., The ... 219
Trippe Mfg. Co. ... 219
Trico Products Corp. ... 219
Tung-Sol Electric Co. ... 219
Unity Mfg. Co. ... 222
United Distillers of America ... 222
Van Auken, Inc. ... 223
Van Druff Specialties Co. ... 223
Visilite Corp. ... 223
Vision-Visor Corp. ... 223
Vis O Shade Corp. ... 223
Vokar Corp. ... 223
Voltz Bros., Inc. ... 223
Walker Mfg. Co. of Wisconsin ... 224
Ward Products Corp. ... 224
Westclox Div. ... 225
Wico Electric Co. ... 225
Whitehead Stamping Co. ... 225
White Automotive Products ... 225
Wiggler Co. ... 225
Wilson Co., The ... 226
Wix Accessories Corp. ... 226
Woodworth Specialties Corp. ... 226
Worman Co., Inc., Laurel C. ... 226
Wooster Rubber Co. ... 226
Yankee Metal Products Corp. ... 226
Zaiger Corp., The ... 226
Zink Corp., Howard ... 226

Service Accessories

Amplex Engineering Co., Inc. ... 169
Bean Div., John ... 172
Bear Mfg. ... 172
Flower City Specialty Co. ... 191
Kirspel Industries, Inc. ... 200
Perfect Equipment Corp. ... 209
Production Die & Stamping Co. ... 210
Schrader's Sons Div. ... 215
Speaker Corp., J. W. ... 216
Wheel Weights, Inc. ... 225

APPEARANCE CONDITIONING MATERIALS *(Waxes, Polishes, Reconditioning Materials, etc.)*

Arndt Palmer Laboratories ... 170
Atomix, Inc. ... 171
Bostwick Laboratories, Inc. ... 175
Boyle-Midway, Inc. ... 175
Cannon Chemical Co., Inc. ... 178
Cellusuede Products, Inc. ... 180
Clinton Spray Wax Corp. ... 182
Colorglo Products, Inc. ... 182
Ditzler Color Div. ... 186
Dolphin Paint & Varnish Co. ... 187
DuPont DeNemours & Co., E. I. Finishes Div. ... 187
Freeman and Freeman, Inc. ... 191
H.D.T. Company Factors, Inc. ... 195
Henderize, Inc. ... 196
Hollingshead Corp., R. M. ... 197
Industrial Tape Corp. ... 198
Johnson, S. C. & Son, Inc. ... 199
Kar Glamor, Inc. ... 200
Krylon, Inc. ... 201
Lacquerwax Co. ... 201
Lincoln-Electric ... 202
Liquid Glaze, Inc. ... 202
Lustur-Seal Corp. ... 203
Mac's Super Gloss Co. ... 203
Minnesota Mining & Mfg. Co. ... 205
Mirror Bright Polish ... 205
New England Products, Inc. ... 208
Pall Mall Mfg. Co. ... 209
Park Chemical Co. ... 209
Pioneer Chemical & Mfg. Co. ... 210
Simoniz Co. ... 216
Stanley Co., Inc., John T. ... 217
Topps-All Products ... 219
W & W Chemical Co. ... 223
Waxed Silicone Products, Inc. ... 225
"X" Laboratories, Inc. ... 226

BATTERIES AND BATTERY ACCESSORIES

Auto-Lite Battery Corp. ... 170
Belden Mfg. Co. ... 172
Bright Star Battery Co. ... 175
Burgess Battery Co. ... 176
Edison, Thomas A., Inc. ... 188
Electric Auto-Lite Co. ... 188
Electric Storage Battery Co. ... 188
Globe Union, Inc. ... 194
Industrial Research, Inc. ... 198
Laher Spring & Tire Corp. ... 201
Pennsylvania Rubber Co. ... 209
Perrine Quality Products ... 210
Prest-O-Lite Battery Co., Inc. ... 210
Reading Batteries, Inc. ... 211
United Motors Service ... 222
Willard Storage Battery Co. ... 225
Whitaker Cable Corp. ... 225

BUILDING MATERIALS

Airtemp Div., Chrysler Corp. ... 167
Armstrong Cork Co. ... 170
Carew Steel Products Corp. ... 178
Detroit Steel Products Co. ... 186
Dillon Electric Co. ... 186
Fremont Rubber Co. ... 191
Insul-Mastic Corp. of America ... 198
Jackson & Church ... 199
Kawneer Co., The ... 200
Killark Electric Mfg. ... 200
Libbey-Owens-Ford Glass Co. ... 202
Maguire Co., Inc., Walter ... 203
Pioneer Chemical & Mfg. Co. ... 210
Pittsburgh Steel Products ... 210

CHEMICALS

Case Hardening Service Co. ... 180
Char Products Co. ... 180
Climax Molyodenum Co. ... 182
Cristy Chemical Corp. ... 184
Dow Corning Corp. ... 187
DuPont de Nemours & Co., E. I., Inc. ... 187
Durez Plastics & Chemicals, Inc. ... 187
Electro-Chemical Products Corp. ... 188
Ethyl Corp. ... 189
Hollingshead Corp., R. M. ... 197
Lustre Products Corp. ... 203
Monsanto Chemical Co., Plastics Div. ... 206
Park Chemical Co. ... 209
Permatex Co., Inc. ... 209
Publicker Industries, Inc. ... 210
Scherer Corp., R. P. ... 215
Sherwin-Williams Co. ... 215
Skinner Purifiers Div. ... 216
Tumbler, J. A. Laboratories, Inc. ... 219
United Distillers of America, Inc. ... 222
United States Chemical & Supply Co. ... 222
United States Ind. Chemicals, Inc. ... 222

COMMERCIAL TRAILERS AND SPECIAL EQUIPMENT

Atlas Body Corporation ... 170
Austin Trail Equipment Co. ... 170
Brown Equipment & Mfg. Co. ... 176
Brown Trailers, Inc. ... 176
Dorsey Trailers, Inc. ... 187
Edwards Iron Works, Inc. ... 188
Four Wheel Drive Auto Co. ... 191
Fruehauf Trailer Co. ... 192
Gramm Trailer Corp. ... 194
Highway Trailer Co. ... 197
Kingham Trailer Co., Inc. ... 200
Kit Mfg. Company ... 200
Liggett Spring & Axle Co. ... 202
Morrison Steel Products, Inc. ... 206
Shuler Axle Co., Inc. ... 215
Spencer-Safford Loadcraft, Inc. ... 216
Standard Forge & Axle Co., Inc. ... 216
Steel Products Co., Inc. ... 217
Strick Company ... 217
Trailmobile Company ... 219
Truck Equipment Co., Inc. ... 219
Truckstell Mfg. Co. ... 219
U. S. Thermo Control Co. ... 222
Velvac, Inc. ... 223
Warner Electric Brake & Clutch Co. ... 224
Williamsen Body & Equipment Co. ... 226

DEALER PROMOTIONAL MATERIAL AND SERVICES

Allied Plan of Service Merchandising ... 168
Automotive Inventory Service ... 170
Avis Rent-A-Car System ... 171
Brunner's, Inc. ... 176
Carlife Guaranty, The ... 180
Carter and Galantin, Inc. ... 180
Chek-Chart Corp. ... 181
Chisholm Systems ... 181
Comfort Specialty Co. ... 184
Consolite Corp. ... 184
Custom Control, Inc. ... 185
Dealer Service Co., Inc. ... 185
Dealers Supply Co. ... 185
Flexon Products Corp. ... 190
Gardner Displays Co. ... 192
Graphic Systems ... 194
Heller Co., W. C. ... 196
Imperial Industries, Inc. ... 198
LaFrance Precision Casting Co. ... 201
Laudar Co. ... 201
Leister Game Co. ... 202
Litho-Paint Poster Co. ... 202
Macton Machinery Co., Inc. ... 203
McFarland Awning ... 204
Metal Arts Co., Inc. ... 205
Modern Displays ... 205
Modern Selling Methods, Inc. ... 206
National Advertising Co. ... 207
Neon Products, Inc. ... 207
Plastikon Display Signs ... 210
Polk & Co., R. L. ... 210
Remington Rand, Inc. ... 211
Reynolds & Reynolds Co. ... 212
Shaw and Slavsky, Inc. ... 215
Shurly, E. R. Co. ... 215
Sovereign Plan, Inc., The ... 216
Stephens-Peck, Inc. ... 217
Stokes Tax Control, Inc. ... 217
Talbot's Automobile Inventory Service ... 218
Walker & Co. ... 223
Willmark Research Corp. ... 226
Wolf Co., John E. ... 226

ENGINES AND MOTORS *(Including Internal Combustion, Diesel, Electric)*

Aircooled Motors, Inc. ... 167
Automotive Rebuilding Co. ... 171
Buda Company ... 176
Consolidated Diesel Electric Corp. ... 184
Continental Motors Corp. ... 184
Delco-Remy Div. ... 185
General Armature & Mfg. Co. ... 192
General Motors Corp. ... 192
Gladden Products ... 194
Hercules Motors Corp. ... 196
Jack & Heintz, Inc. ... 199
Leece-Neville Co. ... 202
Marine & Ind. Engine Div., Chrysler Corp. ... 204
McCulloch Motors Corp. ... 204
Redmond Co., Inc. ... 211
Scintilla Magneto Div. ... 215
Sheppard Co., Inc., R. H. ... 215
Waukesha Motor Company ... 224

FINANCE AND INSURANCE

American Installment Credit Corp. ... 168
American Plan Corp. ... 168
Associates Investment Co. ... 170
Commercial Credit Company ... 184
G. M. Acceptance Corp. ... 192
Mid-Continent Casualty Co. ... 205
Pacific Finance Corp. ... 208
Resolute Insurance Co. ... 211
Universal C.I.T. Credit Corp. ... 222
Universal Underwriters ... 223

GASOLINE, LUBRICANTS AND LUBRICANT ADDITIVES

AP Parts Corp. ... 167
Aldridge Ind. Oils, Inc. ... 167
Amalie Div., Sonneborn Sons, Inc. ... 168
American Grease Stick Co. ... 168
Anderson-Prichard Oil Corp. ... 169
Arkansas Fuel Oil Co. ... 169
Automotive & Marine Products Corp. ... 171
California Oil Co. ... 178
Casite Div., Hastings Mfg. Co. ... 180
City Service Oil Co. ... 182
Elco Lubricant Corp. ... 188
Emeral Mfg. Co., Inc. ... 189
Ethyl Corp. ... 189
Freedom-Valvoline Oil Co. ... 191
General Petroleum Corp. ... 192
Houghton & Co., E. F. ... 197
Kendall Refining Co. ... 200
Lincoln Engineering Co. ... 202
Lion Oil Co. ... 202
Mid-Continent Petroleum Corp. ... 205
Pennsylvania Grade Crude Oil ... 209
Pennsylvania Refining Co. ... 209

(Continued on Page 243)

Products Index to Who's Who

(Continued from Page 242)

Pennzoil Co. 209
Petroleum Solvents Corp. 210
Porte Mfg. Co., Inc. 210
Pure Oil Co., The 210
Puritan Co., Inc. 210
Quaker State Oil Refining Corp. 210
Shell Oil Co. 215
Socony Vacuum Oil Co., Inc. 216
Sun Oil Co. 217
Supersite Corp. 218
Texas Co. 218
Tide Water Associated Oil Co. 218
Tregloin Co. 219
Union Oil Co. of California 222
Waverly Petroleum Products Co. 224
Wayne Chemical Products Co. 225
White and Bagley Co. 225
Wolf's Head Oil Refining Co. 226
Wynn Oil Co. 226

MANUFACTURERS SUPPLIES AND SERVICES

Acheson Colloids Corp. 167
A 'G' A Stimsonite 167
Ainsworth Mfg. Corp. 167
Allied Research Products, Inc. 168
American Can Co. 168
American Octanator Corp. 168
Armstrong Cork Co. 170
Associated Producers, Inc. 170
Behr-Manning Corp. 172
Boston Woven Hose & Rubber Co. 175
Brady Corp. 175
Carborundum Co. 178
Carey Mfg. Co., Philip 178
Catalin Corp. 180
Central Induction Heat Treating & Brazing, Inc. 180
Chatillon & Son, John 180
Chicago Cork Works Co. 181
Commercial Filtors Corp. 184
Commercial Research Lab., Inc. 184
Cycleweld Cement Products Plant 185
Defiance Mfg. Co., Inc. 185
Delco Appliance Div. 185
Detrex Corp. 186
Detroit Pressed Steel Div. 186
Dole Valve Co. 187
Eaton Mfg. 188
Fabricon Products, Inc. 189
Fiber-Glass Division 190
Flintkote Co. 190
Gustin Bacon Mfg. Co. 195
Hartford Steel Ball Co. 196
Heli-Coil Corp. 196
Hupp Corp. 198
Ind. Wire Cloth Products Corp. 198
Kaydon Engineering Corp., The 200
King-Seeley Corp. 200
Lamson & Sessions Co. 200
Lincoln Brass Works, Inc. 202
Macklin Co. 203
Macleod Co., The 203
McInerney Spring & Wire Co. 204
Moglen Mfg. Co. 206
Morse Chain Co. 206
Muskegon Motor Specialties Co. 207
National Rivet & Mfg. Co. 207
Norton Co. 208
Owens Corning Fiberglas Corp. 208
Parker Rust Proof Co. 209
Redmond Co., Inc. 211
Rohm & Haas Co. 212
Schroeder & Tremayne, Inc. 215
Scovill Mfg. Co. 215
Seaman Paper Co. 215
Sobenite, Inc. 216
Standard Cotton Products Co. 216
Stant Mfg. Co. 217
Strelinger Co., The Chas. A. 217
Udylite Corp., The 222
United States Rubber Co., Footwear & General Products Div. 222
Vellumoid Co. 223
Vibradamp Corp. 223
Wettlaufer Mfg. Corp. 225

MATERIALS HANDLING

Baker-Raulang Company 171
Clark Equipment Company, Ind. Truck Div. 182
Detroit Hoist & Machine Co. 186
Evans Products Co. 189
Ford Chain Block Div. 191
Gibson Mfg. Corp. 194
Globe Hoist Co. 194
Hyster Co. 198
Jensen Specialties Co. 199
Joyce-Cridland Co. 199
Link-Belt Co. 202
Manley Mfg. Div. 203
Milford Crane & Machine Co., Inc. 205
Otis Elevator Co. 208
Pittsburgh Steel Products 210
Powell Pressed Steel Co. 210
Rotary Lift Co. 213
Silent Hoist & Crane Co. 216
Truscon Steel Co. 219
Wright Hoist Div. 226

METALS *(Including Castings, Stampings, Forgings, Tubing)*

Accurate Products, Inc. 167
Acklin Stamping Co. 167
Active Tool & Mfg. Co. 167
Ainsworth Mfg. Corp. 167
Ajax Mfg. Corp. 167
Akron Selle Co. 167
Allegheny Ludlum Steel Corp. 167
Aluminum Alloys Corp. 168
Aluminum Co. of America 168
Aluminum Industries, Inc. 168
American Brass Co. 168
American Forging & Socket Co. 168
American Spring & Wire Specialty 169
American Steel & Wire Co. 169
Anderson Co., Inc., O. L. 169
Applied Arts Corp. 169
Arlington Aluminum Co. 169
Armco Steel Corp. 170
Arrow Aluminum Castings Co. 170
Atlas Drop Forge Co. 170
Attwood Brass Wks., Inc. 170
Auto Specialties Mfg. Co. 170
Barnes-Gibson-Raymond Div. 171
Bethlehem Steel Co. 174
Bohn Aluminum & Brass Corp. 174
Bowen Products Corp. 175
Braeburn Alloy Steel Corp. 175
Brewer-Titchener Corp. 175
Bridgeport Brass Co. 175
Briggs Mfg. Co. 175
Bundy Tubing Co. 176
Bunting Brass & Bronze Co. 176
Burgess-Norton Mfg. Co. 176
Byers, A. M., Co. 176
Campbell Co., Inc., A. S. 178
Campbell, Wyant & Cannon Foundry Co. 178
Carpenter Steel Co. 180
Chase Brass & Copper Co. 180
Clapp Mfg. Co., E. D. 182
Cleveland Steel Products Corp. 182
Dahlstrom Metallic Door Co. 185
Dayton Steel Foundry Co. 185
Detroit Stamping Co. 186
Eaton Mfg. Co. 188
Electric Auto Lite Co. 188
Erie Mfg. Division Pressed Steel Car Co. 189
Federated Metals Div. 190
Ferro Machine & Foundry, Inc. 190
Firestone Steel Products 190
Firestone Tire & Rubber Co. 190
Fitzsimons Mfg. Co. 190
Gerstenslager Co. 194
Great Lakes Steel Corp. 194
Greene Mfg. Co. 194
Gunite Foundries Corp. 195
H & H Tube & Mfg. Co. 195
Hall Lamp Co., C. M. 195
Hamlin Metal Products Co. 196
Hawthorne Metal Products 196
Herbrand Division 196
Herron Zimmers Molding Co. 196
Hicks Body Co. 197
Higbie Mfg. Co. 197
Inland Steel Co. 198
International Nickel Co., Inc. 199
Jacobs Co., F. L. 199
Jambor Tool & Stamping Co. 199
Johnson Bronze Co. 199
Jones & Laughlin Steel Corp. 199
Knight, Geo. C. 200
Knox Metal Products, Inc. 201
Lansing Stamping Co. 201
LaSalle Steel Co. 201
Lyon, Inc. 203
McLouth Steel Corp. 205
Metal Auto Parts Co., Inc. 205
Mich. Steel Tube Prod. Co. 205
Midland Steel Products Co. 205
Morrison Steel Products, Inc. 206
Motor Wheel Corp. 206
Motors Metal Mfg. 206
Mullins Mfg. Corp. 206
Murray Corp. of America 206
Muskegon Motor Specialties Co. 207
National Malleable & Steel Castings Co. 207
National Steel Corp. 207
National Tube Co. 207
Neveroil Products Co. 207
New England Pressed Steel Co. 208
New Jersey Zink Co. 208
Nylen Products Co. 208
Oakman Mfg. Co. 208
Parish & Bingham Div. 209
Permold Co. 209
Pittsburgh Tube Co. 210
Powell Pressed Steel Co. 210
Raymond Mfg. Co. 211
Republic Steel Corp. 211
Revere Copper & Brass, Inc. 211
Reynolds Metals Co. 212
Rochester Prod. 212
Rottler Boring Bar Co. 213
Ryerson & Haynes, Inc. 213
Sheller Mfg. Corp. 215
Standard Forge & Axle Co., Inc. 216
Standard Products Co. 216
Standard Tube Co. 217
Superior Brass Works 217
Superior Steel Corp. 218
Timken Roller Bearing Co. 218
Transue & Williams Steel Forging Corp. 219
Truscon Steel Co. 219
United-Carr Fastener Corp. 222
United Specialties Co. 222
United States Steel Co. 222
Vichek Tool Co. 223
Weirton Steel Co. 225
Wheland Co. 225
Woodworth Specialties Corp. 226
Worcester Pressed Steel 226

OFFICE EQUIPMENT AND SUPPLIES

Berger Mfg. Div. 174
Burkhardt Co. 176
Burroughs Adding Machine Co. 178
Comfort Specialty Co. 184
Diebold, Inc. 186
Executone, Inc. 189
Facit, Inc. 189
Grover Co. 195
Intercommunication System 199
Master Products Mfg. Co. 204
National Cash Register Co. 207
Niles, Upton & Green Co. 208
Norick Brothers 208
Remington Rand Inc. 211
Reynolds & Reynolds Co. 212
Simplex Time Recorder Co. 216
Stromberg Time Corp. 217
Underwood Corp. 222
Visi Record, Inc. 223
Veet Mfg. Co. 223
Visor Pouch Co. 223
Wassell Org., Inc. 224
Webster Electric Co. 225

PAINTS AND UNDERBODY COATINGS

Acme Quality Paints, Inc. 167
Aluminum Industries, Inc. 168
American Lacquer Solvents Co. 168
American Paint Co. 168
Arco Co., The 169
Bakelite Div., Union Carbide & Carbon Corp. 171
Beckwith Chandler Co. 172
Briggs Mfg. Co., Refinishing Materials Div. 175
Dibble Color Co. 186
Ditzler Color Div. 186
Dupli Color Co. 187
DuPont De Nemours & Co., E. I., Finishes Div. 187
Flintkote Co. 190
Industrial Tape Corp. 198
Insul-Mastic Corp. of America 198
Interchemical Corp., Murphy Paint Div. 199
Jamestown Finishing Prods., Inc. 199
Martin Senour Co., Automotive Div. 204
Minnesota Mining & Mfg. Co. 205
Mortell Co., J. W. 206
Nason, R. N. & Co. 207
Nox Rust Chemical Corp. 208
Pittsburgh Plate Glass Co. 210
Rinshed-Mason Co. 212
Sherwin-Williams Co. 215
Vibradamp Corp. 223
Wilbur & Williams Co., The 225
Witco Chemical Co. 226
Zac-Lac Paint & Lacquer Co. 226

PARTS, BODY *(Including Body Interior and Body Repair Items, Grilles, Bumpers, etc.)*

A.C. Spark Plug Div. 167
American Forging & Socket Co. 168
American Window Glass Co. 169
Anzick Mfg. Co. 169
Auto Glass Mfg. Co. 170
Bassick & Co. 172
Bell Auto Supply 172
Breeze Corp., Inc. 175
Buckeye Rubber Products, Inc. 176
Chrysler Motor Parts Corp. 181
Davidson Rubber Co. 185
Detroit Gasket & Mfg. Co. 186
Detroit Grille Mfg. Co. 186
Electric Auto-Lite Co. 188
General Electric Co. 192
Greene Mfg. Co. 194
Guide Lamp Division 195
Hall Lamp 195
Houdaille-Hershey Corp. 197
Hupp Corporation 198
Imperial Handle Mfg. Co. 198
Inland Mfg. Div. 198
King-Seeley Corp. 200
Libbey-Owens-Ford Glass Co. 202
Martin Quick Trim 204
Michigan Bumper Corp. 205
National Autocraft 207
Ouimet Stay & Leather Co. 208
Pittsburgh Plate Glass Co. 210
Rex Metal Parts Co. 211
Reynolds Spring Co. 212
Rochester Mfg. Co., Inc. 212
Saginaw Industries Co. 213
Sleetex Co., Inc. 216
Thermoid Co. 218
Trico Products Corp. 219
United Motors Service 222
Wade Electric Products Co. 223
Weatherhead Co. 225
Young Spring & Wire Corp., L. A. 226
Zaiger Corp., The 226

PARTS, CHASSIS *(Including Wheel, Brake, Steering Gear, Axle)*

A.C. Spark Plug Div. 167
Acme Rubber Mfg. Co. 167
Aetna Ball & Roller Bearing Co. 167
American Brakeblock Div. 168
Asbestos Mfg. Co. 170
Atlas Asbestos Co. 170
Auto Specialties Mfg. Co. 170
Bearings Co. of America 172
Bendix-Eclipse of Canada, Ltd. 172
Bendix Products Div. 172
Bendix Westinghouse Automotive Air Brake Co. 172
Bower Roller Bearing Co. 175
Brant Machine Co., Inc., C. R. 175
Chefford Master Mfg. Co., Inc. 181
Chelsea Spring Div. 181
Chrysler Motor Parts Corp. 181
Clark Equipment Co. 182
Dana Corp. 185
Delco Products Div. 185
Eaton Mfg. Co. 188
Eclipse Machine Div. 188
Edelmann & Co. 188
EIS Automotive Corp. 188
Fafnir Bearing Co. 189
Federal-Mogul Corp., Service Div. 190
Fitzgerald Mfg. 190
Gabriel Co. 192
Gemmer Mfg. Co. 192
Grey-Rock Div. of Raybestos-Manhattan, Inc. 195
Grizzly Mfg. Co. 195
Heckethorn Mfg. & Supplies 196
Hershey Metal Products, Inc. 197
Houdaille-Hershey Corp. 197
Houde Engrg. Div. 197
Hyatt Bearings Div. 198
Inland Mfg. Div. 198
Kelsey-Hayes Wheel Co. 200
King Quality Products Co. 200
L C Products 201
Laher Spring & Tire Corp. 201
Liggett Spring & Axle Co. 202
Lisle Corp. 202
Maremont Automotive Products, Inc. 204
Marshall-Eclipse Div. 204
Mather Spring Co. 204
McQuay-Norris Mfg. Co. 205
Mercury Brake Products 205
Midland Steel Products Co. 205
Miley Co., Inc., L. J. 205
Minnesota Automotive, Inc. 205
Moog Industries 206
Monroe Auto Equipment Co. 206
Moraine Products Div. 206
Motor Wheel Corp. 206
Neapco Products, Inc. 207
New Departure Div. 207
Niehoff & Co., Inc. 208
O & S Bearing Co. 208
Parish & Bingham Div. 209
Perfection Gear Co. 209
Pick Mfg. Co., Brake Div. 210
Porte Mfg. Co., Inc. 210
Raybestos Div. 211
Raybestos-Manhattan, Inc. 211
Raymond Mfg. Co. 211
Reed & Co., Inc. 211
Rockford Clutch Div. 212
Ross Gear & Tool Co. 213
Rowland, Inc., William & Harvey 213
Russell Mfg. Co. 213
Saginaw Steering Gear Div. 213
Southern Friction Materials Co. 216
Sparton Automotive Div. 216
Spicer Mfg. Div., Dana Corp. 216
Standard Forge & Axle Co., Inc. 216
Standard Steel Spring Co. 216
Thermoid Co. 218
Timken-Detroit Axle Co. 218
Timken Roller Bearing Co. 218
Toledo Steel Products Co. 219
Trainor National Spring Co. 219
Truscon Steel Co. 219
Tuthill Spring Co. 222
Tyson Bearing Corp. 222
U. S. Axle Co., Inc. 222
United Motors Service 222
Van Bergen & Greener, Inc. 223
Vickers, Inc. 223
Wagner Electric Corp. 223
Warner Automotive Parts Div. 224
Warner Gear Div. 224
Wohlert Corp. 225
World Bestos 226

PARTS, ENGINE *(Including Electrical, Transmission, Universal & Fuel and Cooling System)*

A.C. Spark Plug Div. 167
AP Parts Corp. 167
Accurate Parts Mfg. Co. 167
Accurate Products, Inc. 167
Aeroquip Corp. 167
Airtex Automotive Div. 167
Allied Motor Parts Co. 167
Almetal Universal Joint Co. 168
Aluminum Alloys Corp. 168
Aluminum Industries, Inc. 168
Automotive Specialty Corp. 171
Automotive Transmission Co., Inc. 171
Autopulse Corp. 171
Ballak & Co. 171
Belden Mfg. Co. 172
Bendix Products Div. 172
Bishop & Babcock Mfg. Co. 174
Blood Bros. Mfg. Co. 174
Blue Crown Spark Plug Corp. 174
Bohn Aluminum & Brass Corp. 174
Bohn Aluminum & Brass Corp., Service Div. 174
Borg & Beck Div. 174
Borg-Warner Corp. 174
Breeze Corp., Inc. 175
Bridgeport Thermostat Div. 175
Briggs Filtration Co. 175
Buckeye Rubber Products, Inc. 176
Burd Piston Ring Co. 176
Bussman Mfg. Co. 178
Butler Engineering Co. 178
Carlton Lamp Corp. 180
Carter Carburetor Corp. 180
Champion Spark Plug Co. 180
Chefford Master Mfg. Co., Inc. 181
Chrysler Motor Parts Corp. 181
Clark Equipment Co. 182
Cleveland Graphite Bronze Co., Replacement Sales Div. 182
Cleveland Steel Products Corp. 182
Colorado Fuel & Iron Corp. 182
Connecticut Telephone & Electric Corp. 184
Continental Rubber Works 184
Crescent Co. 184
Dana Corp. 185
Davidson Rubber Co. 185
Delco-Remy Div., 185
Detroit Gasket & Mfg. Co. 186
Detroit Gear Div., Borg-Warner Corp. 186
Dittmer Gear & Mfg. Corp. 186
Dole Valve Co. 187
Dorman Products, Inc. 187
Douglas Mfg. Div., Kingston Products Corp. 187

(Continued on Page 244)

Products Index to Who's Who

(Continued from Page 243)

Durkee-Atwood Co. ... 187
Eclipse Machine Div. ... 188
Electra Mfg. Co. ... 188
Electric Auto-Lite Co. ... 188
F & B Mfg. Co. ... 189
Fedders-Quigan Corp. ... 189
Federal-Mogul Corp. ... 189
Federal-Mogul Corp., Service Div. ... 190
Felt Products Mfg. Co. ... 190
Filtors, Inc. ... 190
Fish Carburetor Corp. ... 190
Fitzgerald Mfg. Co. ... 190
Flex-O-Tube ... 190
Formsprag Co. ... 191
Fram Corp. ... 191
Fuller Mfg. Co. ... 192
Fulton Co., The ... 192
Fulton Sylphon Div. ... 192
Gates Rubber Co., The ... 192
Gear Grinding Machine Co. ... 192
General Armature & Mfg. Co. ... 192
General Automotive Specialty ... 192
General Electric Co. ... 192
Gilmer Co., L. H. Div., U. S. Rubber ... 194
Grapho Products, Inc. ... 194
Grey-Rock Div., Raybestos-Manhattan, Inc. ... 195
Guaranteed Parts Co., Inc. ... 195
Guide Lamp Div., G.M. Corp. ... 195
Hall Lamp ... 195
Hansen Mfg. Co. ... 196
Harrison Radiator Div. ... 196
Hastings Mfg. Co. ... 196
Hayes Industries ... 196
Holfast Rubber Co. ... 197
Holley Carburetor Co. ... 197
Houdaille-Hershey Corp. ... 197
Houde Engrg. Div. ... 197
Hub City Iron Co. ... 197
Hygrade Products Div., Std. Motor Prod., Inc. ... 198
Imperial Brass Mfg. Co. ... 198
International Resistance Co. ... 199
Jambor Tool & Stamping Co. ... 199
Johnson Products, Inc. ... 199
Keystone Carbon Co., Inc. ... 200
Killark Electric Mfg. Co. ... 200
King Quality Products Co. ... 200
King-Seeley Corp. ... 200
Koppers Co., Inc. ... 201
L. C. Products ... 201
Leece-Neville Co. ... 202
Link-Belt Co. ... 202
Lipe-Rollway Corp. ... 202
Lisle Corp. ... 202
Littlefuse, Inc. ... 202
Logansport Machine Co., Inc. ... 202
Long Mfg. Div. ... 202
Machined Parts Corp. ... 203
Mackenzie Muffler Co., Inc. ... 203
Manzel ... 203
Maremont Automotive Products, Inc. ... 204
Marvel-Schebler Carburetor Div. ... 204
McCord Corp. ... 204
McQuay-Norris Mfg. Co. ... 205
Mechanics Universal Joint Div., Borg-Warner Corp. ... 205
Miley Co., Inc., L. J. ... 205
Modine Mfg. Co. ... 206
Moog Industries ... 206
Monroe Auto Equipment Co. ... 206
Murray Corp. ... 206
Muskegon Piston Ring Co. ... 207
National Machine Works, Inc. ... 207
National Motor Bearings Co. ... 207
National Products Corp. ... 207
Neapco Products, Inc. ... 207
New Process Gear Corp. ... 207
Newhouse Automotive Mfg. Ind. ... 207
Niehoff & Co., C. E. ... 208
Nylen Products Co. ... 208
Ohio Piston Co. ... 208
Oilgear Co. ... 208
Oldberg Mfg. Co. ... 208
Packard Electric Div. ... 209
Perfect Circle Corp. ... 209
Pierce Governor Co., Inc., The ... 210
Powell Muffler Co. ... 210
Pratt Industries, Inc. ... 210
Purolator Products, Inc. ... 210
Ramsey Corp. ... 210
Raybestos-Manhattan, Inc. ... 211
Resistoflex Corp. ... 211
Revere Copper & Brass, Inc. ... 211
Rochester Mfg. Co., Inc. ... 212
Rochester Products ... 212
Russell Mfg. Co. ... 213
Saginaw Steering Gear Div. ... 213
Sealed Power Corp. ... 215
Sealtight Corp. ... 215
Spark-O-Liner Corp. ... 216
Spicer Mfg. Div. ... 216
Standard Motor Products, Inc., Hygrade Products Div. ... 216
Templeton, Inc., J. T. ... 218
Thompson Products, Inc. ... 218
Tillotson Mfg. Co. ... 218
Titeflex, Inc. ... 219
Toledo Steel Products Co. ... 219
Torque Mfg. Corp. ... 219
Tung-Sol Lamp Works, Inc. ... 219
United Motors Service ... 222
Universal Products Co., Inc. ... 222
Van Bergen & Greener, Inc. ... 223
Victor Mfg. & Gasket Co. ... 223
Vickers, Inc. ... 223
Wade Electric Products Co. ... 223
Waldes Kohinoor, Inc. ... 223
Walker Mfg. Co. of Wisconsin ... 224
Warner Automotive Parts Div. ... 224
Warner Gear Div. ... 224
Wausau Motor Parts Co. ... 224
Weatherhead Co. ... 225
Westinghouse Electric Corp., Lamp Div. ... 225
Whitaker Cable Corp. ... 225
Wilkening Mfg. Co. ... 225
Wisconsin Machinery & Mfg. Co. ... 226
Wix Accessories Corp. ... 226
Wohlert Corp. ... 226
Young Radiator Co. ... 226
Zenith Carburetor Div. ... 226

PARTS, PRODUCTION *(Including Speed Nuts and Screws, Rivets, Fasteners, Springs, Hinges, etc.)*

Aetna Ball & Roller Bearing Co. ... 167
American Screw Co. ... 168
Amgears, Inc. ... 169
Amos Molded Plastics Div. of Amos-Thompson 169
Bearings Co. of America ... 172
Blaisdell Mfg. Co. ... 174
Boots Aircraft Nut Div. ... 174
Bower Roller Bearing Co. ... 175
Carter Parts ... 180
Cleveland Graphite Bronze Co. ... 182
Cloyes Gear Works, Inc. ... 182
Cole Hersee Co. ... 182
Continental Diamond Fibre Co. ... 184
Detroit Gear Div. ... 186
Dorman Products, Inc. ... 187
Douglas Mfg. Div., Kingston Prod. Corp. ... 187
Eaton Mfg. Co. ... 188
Elastic Stop Nut Corp. of America ... 188
Electric Auto-Lite Co. ... 188
Ex-Cell-O Corp. ... 189
Fafnir Bearing Co. ... 189
Fairfield Mfg. Co. ... 189
Fasco Industries, Inc. ... 189
Federal Bearings Co., Inc. ... 189
Federal-Mogul Corp. ... 189
Ferry Cap & Set Screw Co. ... 190
Firestone Tire & Rubber Co. ... 190
Flower City Specialty Co. ... 191
Hoof Products Co. ... 197
Hoover Ball & Bearing Co. ... 197
Hyatt Bearings Div. ... 198
Lamson & Sessions Co. ... 201
Lincoln Brass Works, Inc. ... 202
Marlin-Rockwell Corporation ... 204
New Departure Div., G.M. Corp. ... 207
O. & S. Bearing Co. ... 208
Palnut Co. ... 209
Parker-Kalon Co. ... 209
Pheoll Mfg. Co. ... 210
Republic Gear Co. ... 211
Roller Bearing Co. of America ... 212
Rollway Bearing Co., Inc. ... 213
S K F Industries, Inc. ... 213
Shakeproof, Inc., Div. of Illinois Tool Works ... 215
Timken Roller Bearing Co. ... 218
Torrington Co. ... 219
Tyson Bearing Corp. ... 222
Weatherhead Co. ... 225
Whitehead Stamping Co. ... 225

PARTS, MISCELLANEOUS

Auburn-Cord-Duesenberg Co. ... 170
Balkamp, Inc. ... 171
Beall Tool Div. ... 172
Burndy Engineering Co., Inc. ... 178
Cal-Van Machine Products ... 178
Champ-Items, Inc. ... 180
Elgin Machine Works, Inc. ... 188
Groov-Pin Corp. ... 195
Houser Engrg. & Mfg. Co. ... 197
Lancaster Lens, The ... 201
Lucas Electrical Services, Inc. ... 203
Premier Auto Ware ... 210
Sinclair Glass Co. ... 216
South Gate Brake Specialties Co. ... 216
Sparton Automotive Div. ... 216
Thompson Products, Inc. ... 218

PASSENGER CAR BODY AND BODY HARDWARE

Acme Rubber Mfg. Co. ... 167
Atwood Brass Works, Inc. ... 170
Bowen Products Corp. ... 175
Briggs Mfg. Co. ... 175
Brown-Lipe-Chapin Div. ... 176
Budd Co. ... 176
Detroit Gasket & Mfg. Co. ... 186
Detroit Harvester Co. ... 186
Detroit Master Products ... 186
Douglas & Lomason Co. ... 187
Fabricon Prod., Inc. ... 189
Falls Spring & Wire Div. ... 189
Ferro Stamping & Mfg. Co. ... 190
Fisher Body Div. ... 190
Gagnier Fiber Products Co. ... 192
Hancock Mfg. Co. ... 196
Hayes Mfg. Corp. ... 196
Imperial Handle Mfg. Co. ... 198
Jacobs Co., F. L. ... 199
Libbey-Owens-Ford Glass Co. ... 202
Motor Products Corp. ... 206
Murray Corp. of America ... 206
Northern Engraving & Mfg. Co. ... 208
Paramount Fabricating Co. ... 209
Randall Co. ... 211
Rohm and Haas Co. ... 212
Standard Products Co. ... 216
Strickland Mfg. Co. ... 217
United Carr Fastener ... 222
United Specialties Co. ... 222
Woodall Industries, Inc. ... 226
Young Spring & Wire Corp. ... 226
Zink Corp., Howard ... 226

PASSENGER CAR MANUFACTURERS

Buick Motor Div. ... 176
Cadillac Motor Car Div. ... 178
Chevrolet Motors Div. ... 181
Chrysler Corp. ... 181
Chrysler Division ... 181
Crosley Motor Co. ... 184
DeSoto Division ... 185
Dodge Division ... 187
Ford Motor Co. ... 191
Ford Division ... 191
General Motors Corp. ... 192
Hudson Motor Car Co. ... 197
Kaiser-Frazer Corp. ... 200
Lincoln-Mercury Div. ... 191-202
Nash Motors ... 207
Oldsmobile Div. ... 208
Packard Motor Car Co. ... 209
Plymouth Div. ... 210
Pontiac Motor Div. ... 210
Studebaker Corp. ... 217
Willys-Overland Motors, Inc. ... 226

Foreign *(U. S. Distributors)*

Austin Motor Co., Ltd. ... 170
Jaguar Cars, Ltd. ... 199
Renault Selling Branch, Inc. ... 211
Rootes Motors, Inc. ... 213

PRODUCTION MACHINERY AND EQUIPMENT

Alvord-Polk Tool Co. ... 168
Arrow Tool & Reamer Co. ... 170
Arter Grinding Machine ... 170
Atlas Press Co. ... 170
Baker Brothers, Inc. ... 171
Barnes Co., W. F. & John ... 171
Besly-Welles Corp. ... 174
Bliss Co., E. W. ... 174
Bryant Chucking Grinder Co. ... 176
Cincinnati Milling & Grinding Machines, Inc. ... 181
Colton Co., Arthur ... 182
Cro-Plate Co. ... 184
Cross Company ... 184
Cushman Chuck Co. ... 185
Denison Engineering Co. ... 185
Dockson Corp. ... 186
Dow Furnace Co. ... 187
Ex-Cello-O Corp. ... 189
Fellows Gear Shaper Co. ... 190
Fuller Tool Co. ... 192
Gear Grinding Machine Co. ... 192
Greenlee Bros. & Co. ... 195
H & M Tool Co. ... 195
Hall Planetary Co. ... 195
Hanchett Mfg. Co. ... 196
Hydraulic Press Mfg. Co. ... 198
Hydraulic Products Co. ... 198
Kelly Reamer Co. ... 200
Link-Belt Co. ... 202
Lipe-Rollway Corp. ... 202
Machinery & Equipment Exchange, Inc. ... 203
McDonough Mfg. Co. ... 204
Master Mfg. Co. ... 204
Micromatic Hone Corp. ... 205
Modern Machine Tool Co. ... 205
Moline Tool Co. ... 206
Motor Specialties Corp. ... 206
National Acme Co. ... 207
Oilgear Co. ... 208
Palmer-Bee Co. ... 209
Penfield Mfg. Co., Inc. ... 209
Perfex Corp. ... 209
Raybestos-Manhattan, Inc. ... 211
Reed-Prentice Corp. ... 211
Sight Feed Generator Co. ... 216
Snyder Tool & Engineering Co. ... 216
Taylor Instrument Companies ... 218
Trindl Products, Ltd. ... 219
Visco-Meter Corp. ... 223
Weltronic Co. ... 225
Worthington Pump & Machinery Corp. ... 226
Wyzenbeek & Staff, Inc. ... 226
Young Radiator Co. ... 226

SERVICE SHOP SUPPLIES

Alvin Products, Inc. ... 168
Amer. Sponge & Chamois Co., Inc. ... 169
Anderson Co., The ... 169
Atomized Materials Co., Inc. ... 170
Beacon Corp., The ... 172
Brady Corp. ... 175
Cannon Chemical Co., The ... 178
Cataract Chemical Co. ... 180
Chem-Therm Mfg. Co. ... 181
Choldun Mfg. Co. ... 181
Clayton Mfg. Co. ... 182
Curran Corp. ... 184
Cycleweld Cement Products Plant Div. ... 185
Delta Chemical Co. ... 185
Detrex Corp. ... 186
Dolphin Paint & Varnish Co. ... 187
Drew & Co., Inc., E. F. ... 187
Eagle-Picher Co. ... 188
Glaser Lead Co. ... 194
Graymills Corp. ... 194
Harding Mfg. Co., Inc. ... 196
Hinson Mfg. Co. ... 197
Holcomb & Hoke Mfg. Co., Inc. ... 197
Hollingshead Corp, R. M. ... 197
Industrial Tape Corp. ... 198
Inland Mfg. Co. ... 198
Internal Motor Cleaner Co. ... 199
K & W Products ... 200
Krylon, Inc. ... 201
Las-Stik Mfg. Co. ... 201
Mac's Super Gloss Co. ... 203
Magnus Chemical Co. ... 203
McKay Co. ... 204
Minn. Mining & Mfg. Co. ... 205
Moraine Products Div. ... 206
Samuel Moore & Co. ... 206
Mystik Adhesive Products ... 207
New England Products, Inc. ... 208
Oakite Products, Inc. ... 208
Oil-Dry Corp. of America ... 208
P. O. B. Mfg. Co. ... 208
Permafuse Corp. ... 209
Peterson Welding Laboratories, Inc. ... 210
Phillips Mfg. Co. ... 210
Radiator Specialty Co. ... 210
Rust-Master Chemical Co. ... 213
Schroeder & Tremayne, Inc. ... 215
Service Supply Co. ... 215
Siebring Mfg. Co. ... 215
Speedi-Dri Corp. ... 216
Stanley Co., Inc., John T. ... 217
Swaco Products Corp. ... 218
Sweet Co., H. C. ... 218
Technical Tape Corp. ... 218
Tinit Mfg. Co., Inc. ... 219
Tone Mfg. Co. ... 219
Topper Equipment Co. ... 219
Topps-All Products ... 219
Vacuum Grip, Inc. ... 223
Van Cleef Bros., Inc. ... 223
Walco Products ... 223
Warner-Patterson Co. ... 224
West Disinfecting Co. ... 225
Woodlets, Inc. ... 226
"X" Laboratories, Inc. ... 226

SHIPPING CARTONS AND WRAPPINGS

Angier Corp. ... 169
Bemis Bros. Bag Co. ... 172
Cadillac Products ... 178
Corrugated Paper Products ... 184
Watson Co., John Warren ... 224

SHOP EQUIPMENT, BINS AND CABINETS

Aurora Equipment Co., Equipto Div. ... 170
Automotive Bin Service Co. ... 171
Berger Mfg. Div., Republic Steel Corp. ... 174
Borroughs Mfg. Div. ... 174
Equipto Div., Aurora Equipment Co. ... 189
Frick-Gallagher Mfg. Co. ... 191
General Steel Products Corp. ... 194
Hope Metal Products, Inc. ... 197
Renie Metal Products Corp. ... 211
Universal Equipment, Inc. ... 222
Universal Steel Equipment Corp. ... 223

SHOP EQUIPMENT, BUMP AND PAINT *(Bake Ovens, Spray Guns, Body Repair Items, etc.)*

American Brake Shoe Co., Kellogg Div. ... 168
Beach Air Brush Co. ... 172
Binks Mfg. ... 174
DeVilbiss Co. ... 186
Dry-Clime Lamp Corp. ... 187
Dupli-Color Products Co., Inc. ... 187
Electric Sprayit Co. ... 188
Engwald Corp. ... 189
Fostoria Pressed Steel Corp. ... 191
G.M. Co. Manufacturing, Inc. ... 192
Gray Company, Inc. ... 194
Kellogg Div. ... 200
Paasche Airbrush Co. ... 208
Saylor-Beall Mfg. Co. ... 213

SHOP EQUIPMENT, ROAD SERVICE *(Including Wreckers, Towing Equipment, Motorcycles, etc.)*

Ashton Equipment Company ... 170
Auto Truck Equipment Co. ... 170
Canfield Tow Bar Co., Inc. ... 178
Guibert Steel Co. ... 195
Harley-Davidson Motor Co. ... 196
Holmes Co., Ernst ... 197
Indian Motorcycle Co. ... 198
Indian Sales Corp. ... 198
Mustang Motorcycle Corp. ... 207
Pilot Mfg. Co. ... 210
Tow Bar Sales Co. ... 219
Weld-Built Body Co., Inc. ... 225

SHOP EQUIPMENT, GENERAL *(Including Battery Chargers, Lubrication Equipment, Wheel Balancing and Aligning Testing Equipment, Jacks, Tire Changers, Hoists, etc.)*

A. C. Spark Plug Div. ... 167
Acme Air Appliance Co., Inc. ... 167
Air Reduction Sales Co. ... 167
Allen Electric & Equipment Co. ... 167
American Hydraulic, Inc. ... 168
Arn-Wood Co. ... 170
Aro Equipment Corp. ... 170
Asbestos Mfg. Co. ... 170
Atlas Press Co. ... 170
Automotive Products, Inc. ... 171
Automotive Division, Cleveland Pneumatic Tool Co. ... 171
Bacon Vulcanizer ... 171
Balcrank, Inc. ... 171
Baldor Electric Co. ... 171
Barrett Equipment Co. ... 171
Bay Mfg. Co. ... 172
Bean Div., John ... 172
Beard Tool Co., L. O. ... 172
Bee-Line Co. ... 172
Better Metal Products Co. ... 174
Big Four Industries, Inc. ... 174
Bishman Mfg. Co. ... 174
Blackhawk Mfg. Co. ... 174
Borg Products Div. ... 174
Brandt Machine Co. ... 175
Breuer Electric Mfg. Co. ... 175
Buell Mfg. Co. ... 176
Builders Ornamental Iron Co. Frame Master Div.) ... 176
Cam-Tool ... 178
Car-Mon Products Co. ... 180
Cedar Rapids Engineering Co. ... 180

(Continued on Page 245)

Products Index to Who's Who

(Continued from Page 244)

Champion Spark Plug Co. 180
Chem-Therm Mfg. Co. 181
Chicago Rivet & Machine Co. 181
Choldun Mfg. Corp. 181
Clayborne Mfg. Co. 182
Clayton Mfg. Co. 182
Cleveland Pneumatic Tool Co., Automotive Div. 182
Clinton Products Co. 182
Coats Loaders & Stackers, Inc. 182
Cordomatic Div. 184
Culver-Stearns Mfg. Co. 184
Curtis Pneumatic Machinery Div. 185
Dake Engine Co. 185
DeVilbiss Co. 186
Dixie Machine Tool Co. 186
Dockson Corp. 186
Doyle Vacuum Cleaner Co. 187
Drudge Bros. Mfg. Co. 187
Dura-Bond, Inc. 187
Edelmann & Co., E. 188
Electro Products Co. 188
Executone, Inc. 189
Fish Carburetor Corp. 190
Fox Products Co. 191
Gale Hall Engineering 192
Gilbert & Barker Mfg. Co. 194
Globe Hoist Co. 194
Grand Specialties Co. 194
Gray Company, Inc. 194
Graymills Corp. 194
Greenerd Arbor Press Co. 194
Grover Co. 195
H & H Products Mfg. Co. 195
Hanchett Mfg. Co. 196
Hein-Werner Corp. 196
Hennessy Sales Co., Jack P. 196
Heyer Industries, Inc. 197
Hobart Brothers Co. 197
Holcomb & Hoke Mfg. Co., Inc. 197
Homestead Valve Mfg. Co. 197
Hub City Iron Co. 197
Hunter Engineering Co. 198
Hydra Products Co. 198
Independent Lock Co. 198
Ingersoll-Rand Co. 198
Inland Mfg. Co. 198
Intercommunication System of America 199
James Industries, Inc. 199
Joyce-Cridland Co. 199
Kent-Co., The, Inc. 200
Kent-Moore Organization, Inc. 200
Keystone Compressor Co. 200
Kiddie, Walter & Co. 200
Kimble Glass, Div. of Owens—Illinois Glass Co. 200
King Electric Equipment Co. 200
Kleer-Flo Co. 200
Koppers Co., Inc., Metal Products Div. 201
Kwik-Ezee, Inc. 201
Lanagan & Hoke, Inc. 201
Lehigh Safety Shoe Co. 202
Lempco Products, Inc. 202
Liberty Mfg. Co. 202
Lincoln Electric Co. 202
Lincoln Engineering Co. 202
Lisle Corp. 202
Lynch Corp. 203
Machinery & Equipment Exchange, Inc. 203
Magnoligne Co. 203
Magnus Chemical Co., Inc. 203
Malsbary Mfg. Co. 203
Manbee Equipment Div. 203
Manley Mfg. Div. 203
Manzel 203
Marquette Mfg. Co., Inc. 204
Marson Corp. 204
Master Equipment Corp. 204
McColphin-Christie Corp. 204
Mercury Electric Corp. 205
Micromatic Hone Corp. 205
Miller Mfg. 205
Milwaukee Electric Tool Corp. 205
Minit-Man, Inc. 205
Moline Tool Co. 206
Moto-Sway Corp. of America 206
Motor Generator Corp. 206
National Automotive Mfg & Eng'g Corp. 207
Nat'l System of Garage Ventilation 207
Patterson, Wm. N. 209
Perfect Circle Corp. 209
Permafuse Corp. 209
Peters & Russell, Inc. 210
Peterson Welding & Laboratories, Inc. 210
Pol-Flo Paint Sprayer 210
Power-Pak Products, Inc. 210
Pruden Tool Co., Inc. 210
Pyrene Mfg. Co. 210
Quick-Charge, Inc. 210
R V Jack Corp. 210
Rite Tool Co., Inc. 212
Rotary Lift Co. 213
Ruger Equipment, Inc. 213
S & W Tool Co. 213
Salsbury Corp. 213
Schauer Mfg. Corp. 213
Schartow Iron Products Co. 213
Schildmeier Co., H. C. 215
Sciaky Bros., Inc. 215
Shure Mfg. Co. 215
Siebring Mfg. Co. 215
Smash Proof Co. 216
Grover Smith Mfg. Corp. 216
Snap-On Tools Corp. 216
Standard Pressed Steel 216
Star Machine & Tool Co. 217
Stello Products Co. 217
Stephenson Fdry. & Mfg. Co., J. O. 217
Stewart-Warner Corp. 217
Storm-Vulcan, Inc. 217
Studebaker Machine Co. 217
Sun Electric Corp. 217
Sunnen Products Co. 217
Syracuse Gauge Mfg. Corp. 218
Thexton Mfg. Co. 218
Tobin Arp Mfg. Co. 219
Tokheim Oil Tank & Pump Co. 219
Trindl Products, Ltd. 219
United States Air Compressor Co. 222
U. S. Washmobile Corp. 222
Van Norman Co. 223
Van Tool, Inc. 223
Vulcan Mfg. Co., Inc. 223
Wadell Equipment Co. 223
Walker Mfg. Co. of Wisconsin 224
Waterbury Tool, Div. of Vickers, Inc. 224
Wayne Pump Co. 225
Weaver Mfg. Co. 225
Webster Electric Co. 225
Weller Electric Corp. 225
Wilkening Mfg. Co. 225
Wilson, K. R. 226
Wood Co., John, Bennett Pump Div. 226
Wudel Mfg. Co., Edmund J. 226

SPECIAL TRUCK EQUIPMENT

Alexander-Tagg Industries 167
American Chain Div. 168
Anthony Co. 169
Arrow Safety Device Co. 170
Automotive Aids Co. 171
Automotive & Aircraft Div., American Chain & Cable Co. 171
Automotive Safety Device Co. 171
Beacon Corp. 172
Bendix Westinghouse Automotive Air Brake Co. 172
Binkley Mfg. Co. 174
Bostrom Mfg. Co. 175
Budd Co. 176
Butler Mfg. 178
Cam Tool Co., Inc. 178
Campbell Son's Corp., Harry T. 178
Carpenter Mfg. Co. 180
Cemco Industries, Inc. 180
Clark Equipment Co. 182
Cleveland Pneumatic Tool Co., Automotive Div. 182
Cole Hersee Co. 182
Dana Corp. 185
Dayton Steel Foundry Co. 185
Detroit Automotive Products Corp. 186
Detroit Harvester Co. 186
Dietz Co., R. E. 186
Dixie Tallyho, Inc. 186
Do-Ray Lamp Co., Inc. 187
Eaton Mfg. Co. 188
Electro Products 188
Evans Products Co. 189
Flxible Co. 191
Fuller Mfg. Co. 192
Fulton Co., The 192
Gar Wood Industries, Inc., Wayne Div. 192
Grico Two Axle Drive Co. 195
Griffin Lamp Co. 195
Grote Mfg. Co., Inc. 195
Gunite Foundries Corp. 195
Heil Co. 196
Hercules Steel Products Corp. 196
Highway Safety Appliances, Inc. 197
Hoof Products Co. 197
K-D Lamp Co. 199
Kilborn-Sauer Co. 200
Kelsey Hayes Wheel Co. 200
Knopf Instrument 201
Kold-Hold Mfg. Co. 201
Langlois Bros. 201
Little Giant Products, Inc. 202
Maremont Automotive Products, Inc. 204
Marion Metal Products Co. 204
Monarch Governor Co. 206
Monroe Auto Equip. 206
Mullins Mfg. Corp. 206
National Lift Co. 207
New Process Gear Corp. 208
Paramount Fabricating Co. 209
Perfection Steel Body Co. 209
Power Sales Corp. 210
Prior Products Inc. 210
Ring-Wald Products 212
Ruger Equipment, Inc. 213
Shuler Axle Co., Inc. 215
Spicer Mfg. Div. 216
Stewart Warner Corp. 217
Sun Electric 217
Timken Detroit Axle Co. 218
Truck Equipment Co., Inc. 219
Truckstell Mfg. Co. 219
Turk Corp., C. K. 222
U. S. Thermo Control Co. 222
Velvac, Inc. 223
Webster Mfg. Co., W. L. 225

TIRES, TUBES AND RUBBER PRODUCTS

Armstrong-Norwalk Rubber Corp. 170
Armstrong Rubber Co. 170
Bacon Vulcanizer Mfg. Co. 171
Bowes "Seal Fast" Corp. 175
Brown Rubber Co. 176
Capitol Tire Co., Inc. 178
Chardon Rubber Co. 180
Continental Rubber Works 184
Davidson Rubber Co. 185
Dayton Rubber Co. 185
Denman Tire & Rubber Co. 185
Doan Mfg. 186
Dryden Rubber Div. 187
Dunlop Tire & Rubber Co. 187
Durkee-Atwood Co. 187
Firestone Tire & Rubber Co. 190
Fisk Tire Co. 190
General Tire & Rubber Co. 194
Goodrich Co., B. F. 194
Goodyear Tire & Rubber Co., Inc. 194
Gross Mfg. Co. 195
Harris Products Co. 196
Hewitt Restfoam Div. 197
Inland Rubber Corp. 198
Kelly Springfield Tire Co. 200
Laher Spring & Tire Corp. 201
Lee Rubber & Tire Corp. 201
Lord Mfg. Co. 202
Mansfield Tire & Rubber Co. 203
National Motor Bearing Co., Inc. 207
Ohio Rubber Co. 208
Pennsylvania Rubber Co. 209
Raybestos-Manhattan, Inc. 211
Republic Rubber Div. 211
Roberts Toledo Rubber Co. 212
Rubatex Div. 213
St. Clair Rubber Co. 213
Seiberling Rubber Co. 215
Sheller Mfg. Corp. 215
Sponge Rubber Products 216
Tyer Rubber Co. 222
United States Rubber Co., Tire Div. 222
United States Rubber Co., Products Div. 222
Vogue Rubber Co. 223

TOOLS, DIES, JIGS AND FIXTURES

Active Tool & Mfg. Co. 167
Carboloy Department, General Electric Co. 178
Cogsdill Twist Drill Co. 182
Detroit Pressed Steel Div. 186
Federal Engineering Co. 189
Geometric Tool Co. 194
J & O Mfg. Co. 199
Master Mfg. Co. 204
Murray Corp. of America 206
Production Die & Stamping Co. 210
Siewek Tool Co. 216
Willys Carbide Co. 226

TOOLS, HAND *(Electric, Pneumatic and Special Service)*

Accurate Parts Mfg. Co. 167
Albertson & Co., Inc. 167
All-Power Mfg. Co. 168
American Hydraulic, Inc. 168
American Twist Drill Co. 169
Ames Co., B. C. 169
Ammco Tools, Inc. 169
Barrett Equipment Co. 171
Bean Division, John 172
Bear Mfg. Co. 172
Black & Decker Mfg. Co. 174
Blackhawk Mfg. Co. 174
Bonney Forge & Tool Works 174
Cal-Van Machine Products, Inc. 178
Cedar Rapids Engineering Co. 180
Chicago Pneumatic Tool Co. 181
Cincinnati Tool Co. 181
Detroit Surfacing Machine Co. 186
Duro Metal Products Co. 187
EIS Automotive Corp. 188
Fairmount Tool & Forging, Inc. 189
G.M. Co. Manufacturing, Inc. 192
Heller Brothers 196
Hendry Co., C. J. 196
Herrand Division 196
Houser Engineering & Mfg. Co. 197
Independent Pneumatic Tool Co. 198
Ingersoll-Rand Co. 198
Inland Mfg. Co. 198
J O Manufacturing Co. 199
K-D Mfg. Company 199
Kent Moore Organization, Inc. 200
Kirspel Industries, Inc. 200
Lee Co., K. O. 201
Manzel 203
Miller Mfg. Co. 205
National Machine & Tool Co. 207
New England Pressed Steel Co. 208
P & G Hand Forged Tool Co. 208
Petersen Mfg. Co., Inc. 210
Porter, Inc., H. K. 210
Proto Tools 210
S & D Engineering Co. 213
Schartow Iron Products Co. 213
Schrader's Son, A. 215
Seiden Pneumatic Tool Co. 215
Sherman-Klove Co. 215
Skilsaw, Inc. 216
Snap-On Tools Corp. 216
Speedway Mfg. Co. 216
Starrett Co., L. S. 217
United States Electrical Tool Co. 222
Vaco Products Co. 223
Vichek Tool Co. 223
Watervliet Tool Co., Inc. 224
Whale Tool Corp. 225
Whitaker Cable Corp. 225
Wilson, K. R. 226
Wudel Mfg. Co., Edmund J. 226
Xcelite, Inc. 226
Zoerman-Clark Mfg. Co., Inc. 226

Special Service Tools

Kent Moore Organization, Inc. 200
Manzel, Inc. 201
Miller Mfg. Co. 205
Wilson, K. R., Inc. 226

TRUCK AND BUS BODIES

Anthony Co. 169
Atlas Body Corp. 170
Black & Sons, Inc., Adam 174
Boyertown Auto Body Works, Inc. 175
Brightbill, M. A., Body Works 175
Broguinda Corp. 175
Brown Equipment & Mfg. Co. 176
Campbell Co., Inc., A. S. 178
Converto Mfg. Co. 184
Daybrook Hydraulic Corp. 185
DeBoer & Assoc., H. O. 185
DeKalb Commercial Body Corp. 185
Engineering & Research Corp. 189
Fruehauf Trailer Co. 192
Galion Allsteel Body Co. 192
Gar Wood Industries, Inc., Wayne Div. 192
Gerstenslager Co. 194
Gregg Co., F. B., Inc. 195
Hackney Bros. Body Co. 195
Hart Pressed Steel Corp. 196
Harwill, Inc. 196
Haskelite Mfg. Corp. 196
Heil Company 196
Hercules Mfg. Co. 196
Hercules Steel Products Corp. 196
Herman Body Co. 196
Hicks Body Co. 197
Knox Metal Products, Inc. 201
Langlois Bros. 201
Maday Body & Equipment Corp. 203
Marion Metal Products Co. 204
McCabe-Powers Auto Body Co. 204
Midwest Body & Mfg. Co. 205
Montpelier Mfg. Co. 206
Morrison Steel Products 206
Olson Corp., J. B. E. 208
Oneida Products Corp. 208
Pathfinder Coach Div. 209
Perfection Steel Body Co. 209
Ring-Wald Products 212
Roadway Mounting & Equipment Co., Inc. 212
St. Paul Hydraulic Hoist Div. 213
Schnabel Co. 215
Stahl Metal Products 216
Stewart Truck Bodies, Inc. 217
Superior Coach Corp. 218
Swift All-Steel Body Co., Inc. 218
Timberlock Corp. 218
Union City Body Co., Inc. 222
Universal Sales, Inc. 223
Ward Body Works, Inc. 224
Watkins Body Corp. 224
Wayne Works 225
Williamsen Body & Equipment Co. 226

TRUCK MANUFACTURERS

Autocar Co. 170
Brockway Motor Co., Inc. 175
Chevrolet Motor Div. 181
Chrysler Corp. 181
Corbitt Co. 184
Diamond-T Motor Car Co. 186
Divco Corp. 186
Dodge Division 187
Duplex Truck Co. 187
Federal Motor Truck Co. 190
Ford Motor Co. 191
Four Wheel Drive Auto Co. 191
GMC Truck & Coach Div. 192
General Motors Corp. 192
International Harvester Co. 199
Linn Coach & Truck Div. 202
Mack Motor Truck Corp. 203
Marmon-Herrington Co., Inc. 204
Reo Motors, Inc. 211
Studebaker Corp. 217
Ward La France Truck Corp. 224
White Motor Co. 225
Willys-Overland Motors, Inc. 226

UPHOLSTERY, FABRICS AND TRIM MATERIALS

Allen Industries, Corp. 167
American Auto-Felt Corp. 168
American Felt Co. 168
American Finishing Co. 168
Ansin & Co., Inc., J. 169
Ansonia Mills, Inc. 169
Ashtabula Hide & Leather Co. 170
Athol Mfg. Co. 170
Blanchard Bro. & Lane 174
Bolta Products Sales, Inc. 174
Bridgeport Fabrics, Inc. 175
Burg, A. S., Co. 176
Burlington Mills, Inc., New York 176
Burlington Mills, Inc., Wisconsin 176
Callaway Mills, Inc. 178
Chatham Mfg. Co. 180
Chicopee Mfg. Corp. of Georgia, Lumite Div. 181
Collins & Aikman Corp. 182
Columbia Woven Plastics Corp. 182
Eagle-Ottawa Leather Co. 187
Ellis Mills, Inc., A. D. 189
Fiber Fabric, Industries 190
Gehringer & Forsyth 192
Goodall Fabrics, Inc. 194
Gordon & Co., Inc., B. 194
Hafner Associates, Inc. 195
Hamilton-Wade Company 195
Hego Fabrics Co. 196
Jason Corp., The 199
Lackawanna Leather Co. 201
Laurel Plastics, Inc. 201
Lumite Div., Chicopee Mfg. Corp. of Ga. 203
Masland Duraleather Co. 204
Masland & Sons, C. H. 204
National Automotive Fibres, Inc. 207
National Plastic Products Co. 207
Pacific Mills 209
Plastic Weave Mills, Inc. 210
Rayflex Fabrics, Inc. 211
Shamokin Woolen Mills, Inc. 215
Southern Fibre Fabrics 216
Susquehanna Mills, Inc. 218
Swift Manufacturing Co. 218
Technical—Textile Co. 218
Textileather Corp. 218
Timme & Sons, E. F. 218
Troy Blanket Mills 219
Twitchell, Inc., E. W. 222
Upholstery Leather Group Tanners' Council of America 223
Wellington Sears 225
Wilton Woolen Co. 226

Index to Advertisements

Page

A. C. Spark Plug Division of General Motors Corp. 152, 153
Agency—D. P. Brother & Co.

Aetna Ball & Roller Bearing Co. 132
Agency—Marsteller, Gebhardt & Reed, Inc.

Allen Electric & Equipment Co. 139
Agency—Crescent Advertising Service

Allen Products Corp. 85
Agency—Rossi and Co.

Aluminum Company of America 134
Agency—Fuller, Smith & Ross, Inc.

American Auto-Felt Corp. 238

American Brakeblok Div. of American Brake Shoe Co. 208
Agency—Fuller, Smith & Ross, Inc.

American Forging & Socket Co. 236

American Magazine 218, 219
Agency—Campbell-Ewald Company

Ammco Tools, Inc. 211
Agency—Arthur R. Mogge, Inc.

Aro Manufacturing Co. 212
Agency—Cotter Advertising Agency

Ashton Power Wrecker Equipment Co., Inc. 236
Agency—Dudgeon, Taylor & Bruske, Inc.

Automotive & Marine Products Corp. 239
Agency—Ad Art Company

Auto Truck Equipment Co. 156

Austin Motor Co., Ltd. 235
Agency—J. M. Mathes, Inc.

Auto Ventshade Co. 232
Agency—Lowe & Stevens

Avis Rent-A-Car System 240
Agency—James E. Lillis Advertising

Baltimore News Post 114
Agency—Anderson & Cairns, Inc.

Bay Manufacturing Co. 160
Agency—T. L. Parkhouse

Bendix Products Div. of Bendix Aviation Corp. 171
Agency—MacManus, John & Adams, Inc.

Bendix Radio Div. of Bendix Aviation Corp. 159
Agency—MacManus, John & Adams, Inc.

Bendix-Westinghouse Automotive Air Brake Co. 125
Agency—MacManus, John & Adams, Inc.

Benmatt Organization 234

Better Homes and Gardens 138
Agency—Kudner Agency, Inc.

Borg Warner Corp. ..... Inside Front Cover
Agency—Rogers & Smith

Borroughs Manufacturing Co. 233
Agency—Roland G. Spedden Advertising

Bridgeport Fabrics, Inc. 229
Agency—James Thomas Chirurg Co.

Briggs Manufacturing Co. 146
Agency—MacManus, John & Adams, Inc.

Briggs Manufacturing Co., Refinishing Materials Div. 83
Agency—Livingstone-Porter-Hicks

Buick Motor Div. of General Motors Corp. 47
Agency—Kudner Agency, Inc.

Cadillac Motor Car Div. of General Motors Corp. 103
Agency—MacManus, John & Adams, Inc.

Cadillac Products Co. 110
Agency—Forrest U. Webster

Campbell-Ewald Company 108

Campbell, Wyant & Cannon Foundry Co. 17
Agency—Waldie & Briggs, Inc.

Canfield Tow Bar Company 228

Page

Capper-Harmon-Slocum 166
Agency—The Buchen Co.

Car-Mon Products Company 229
Agency—Burlingame-Grossman Advertising

Casco Products Corp. 172
Agency—Norman D. Waters & Assoc.

Cello Products Co. 129
Agency—The Goulston Co., Inc.

Champion Spark Plug Co. 142
Agency—MacManus, John & Adams, Inc.

Chefford Master Manufacturing Company 150
Agency—Burlingame-Grossman Advertising

Chevrolet Motor Div. of General Motors Corp. 10
Agency—Campbell-Ewald Company

Chicopee Manufacturing Company ..... Back Cover
Agency—Geyer, Newell and Ganger, Inc.

Chrysler Motors Parts Corp., Division of Chrysler Corp. 120
Agency—Ross Roy, Inc.

Chrysler Sales Div. of Chrysler Corp. 97
Agency—McCann Erickson, Inc.

Cincinnati Enquirer 126
Agency—Stockton-West-Burkhart, Inc.

Cincinnati Times Star 87
Agency—The Chester C. Moreland Co.

Clark Equipment Company 187
Agency—Marsteller, Gebhardt & Reed, Inc.

Cleveland Graphite & Bronze Co. 178
Agency—Edward Howard & Co.

Clinton Spray Wax Corp. 226
Agency—R. J. Skala Co.

Colliers 30, 31
Agency—Kudner Agency, Inc.

Collins & Aikman Corp. 113
Agency—Kudner Agency, Inc.

Comfort Specialty Company 236
Agency—Seearcee Advertising Agency

Continental Motors Corp. 164
Agency—Cummings & Hopkins

Country Gentleman 220, 221
Agency—Lamb & Keen, Inc.

Delco Products Div. of General Motors Corp. 130
Agency—Campbell-Ewald Company

DeSoto Div. of Chrysler Corp. 165
Agency—Batten, Barton, Durstine & Osborn, Inc.

Detroit Automotive Products Corp. 216
Agency—Clark & Rickerd, Inc.

Detroit Gasket & Manufacturing Co. 239
Agency—Castle & Werner, Inc.

Detroit Grille Manufacturing Co. 172

Detroit Insurance Agency 239

Detroit Times 131
Agency—Luckoff, Wayburn & Frankel, Inc.

Dieterich Products Corp. 226
Agency—Kirk, Roberts, Thomas, Inc.

R. E. Dietz Company 154
Agency—Humbert & Jones

Ditzler Color Div. of Pittsburgh Plate Glass Co. 117
Agency—Maxon, Inc.

Dodge Div. of Chrysler Corp. 15
Agency—Ruthrauff & Ryan, Inc.

Dole Valve Company 95
Agency—Glenn-Jordan-Stoetzel, Inc.

Douglas Mfg. Div. of Kingston Products Corp. 238

E. A. Laboratories, Inc. 180
Agency—Picard Advertising Co.

Page

Eaton Manufacturing Company 128
Agency—Clark & Rickerd, Inc.

Eclipse Machine Div. of Bendix Aviation Corp. 189
Agency—MacManus, John & Adams, Inc.

Elco Lubricant Corp. 237

Electric Auto-Lite Company 4
Agency—Ruthrauff & Ryan, Inc.

Engwald Corp. 222
Agency—Walter Scott Advertising

Ethyl Corp. 115
Agency—Batten, Barton, Durstine & Osborn, Inc.

Evans Products Company 240
Agency—Fuller, Smith, Ross, Inc.

Firestone Tire & Rubber Co. 91
Agency—Sweeney & James Co.

Fisher Body Div. of General Motors Corp. 174
Agency—Kudner Agency, Inc.

Ford Motor Co. 157
Agency—Kenyon & Eckhardt, Inc.

Ford Division, Ford Motor Co. 8
Agency—J. Walter Thompson Co.

Freeman and Freeman, Inc. 49
Agency—George S. Minot Advertising

Fruehauf Trailer Company 176
Agency—The Allman Co.

Gabriel Company 230
Agency—Hubbell Advertising Agency, Inc.

Galion Allsteel Body Co. 140
Agency—Harold W. Jackson

Gar Wood Industries, Inc. 184, 185
Agency—Witte & Burden Advertising

Gemmer Manufacturing Company 206
Agency—Witte & Burden Advertising

General Motors Acceptance Corp. 55
Agency—Campbell-Ewald Company

General Motors Corp. 193
Agency—Kudner Agency, Inc.

GMC Truck & Coach Div. of General Motors Corp. 40, 41
Agency—Kudner Agency, Inc.

Globe Hoist Company 198
Agency—Aitkin Kynett Company

Goodall Fabrics, Inc. 107
Agency—Ruthrauff & Ryan, Inc.

B. F. Goodrich Co. ..... Inside Back Cover
Agency—Batten, Barton, Durstine & Osborn, Inc.

Goodyear Tire & Rubber Co. 3
Agency—Young & Rubicam, Inc.

Great Lakes Steel Corp., N-A-X Alloy Div. 190
Agency—Campbell-Ewald Co.

Grote Manufacturing Company, Inc. 223
Agency—Wilson Advertising Agency

Hayes Manufacturing Corp. 240

H. D. T. Company Factors, Inc. 231
Agency—Birdsall Co.

Helms Industrial Development Co. 27
Agency—James Philip Reed Advertising Agency

Herman Body Company 147
Agency—Hoelke-Martine-Flaugher Advertising, Inc.

Holiday 179
Agency—Batten, Barton, Durstine & Osborn, Inc.

Holley Carburetor Company 127
Agency—Holden, Clifford, Flint, Inc.

Houdaille-Hershey Corp. 234
Agency—LaGrange & Garrison Advertising

Index to Advertisements

Page

Hudson Motor Car Co. 33
Agency—Brooke, Smith, French & Dorrance, Inc.

Hyatt Bearings Div. of General Motors Corp. 112
Agency—Campbell-Ewald Company

Industrial Tape Corporation 173
Agency—Kenyon & Eckhardt, Inc.

Inter-Communication System of America 159
Agency—Van Hecker, Inc.

International Harvester Co. 63
Agency—Young & Rubicam, Inc.

J & H Sales Co. (Erie Mfg. Div.) 170
Agency—Burton Browne Advertising

F. L. Jacobs Company 37
Agency—L. J. Dumahaut Advertising Agency

Jason Corporation 169
Agency—DuFine-Kaufman, Inc.

Jetomatic, Inc. 234
Agency—E. J. Lush, Inc.

Kaiser-Frazer Sales Corp. 51
Agency—W. H. Weintraub & Co.

Kelsey Hayes Wheel Company 213
Agency—Zimmer, Keller & Calvert, Inc.

Kent-Moore Organization, Inc. 203
Agency—E. C. Watkins & Co.

King-Seeley Corp. 194
Agency—Witte & Burden Advertising

Klas-Stik Manufacturing Company 227
Agency—Rowe & Wyman Co.

Libbey-Owens-Ford Glass Company 135
Agency—Fuller, Smith, Ross, Inc.

Life Magazine 76, 77
Agency—Young & Rubicam, Inc.

Lincoln Engineering Company 141
Agency—Oakleigh R. French & Associates

Lincoln-Mercury Division of Ford Motor Company 53
Agency—Kenyon & Eckhardt, Inc.

Liquid Glaze, Inc. 143
Agency—D. P. Brother & Company

Lisle Corporation 233
Agency—Fairall & Company

Lyon, Inc. 124
Agency—MacManus, John & Adams, Inc.

McQuay-Norris Manufacturing Company 228, 232, 235, 236
Agency—D'Arcy Advertising Agency

Manzel, Inc. 59
Agency—Baldwin, Bowers & Strachan, Inc.

Masland Duraleather Company 133
Agency—Fox and Mackenzie

Michigan Steel Tube Products Co. 207
Agency—Alfred B. Caldwell, Inc.

Midland Steel Products Co. 182
Agency—The Allman Company

Miller Manufacturing Company 122
Agency—Frederick M. Lawrence

Milwaukee Journal 183
Agency—Klau-Van Pieterson Dunlap Associates

Minnesota Mining & Manufacturing Company 239
Agency—MacManus, John & Adams, Inc.

Mirror Bright Polish Company 163
Agency—The Edwards Agency

Monroe Auto Equipment Company 118
Agency—Ewell & Thurber, Associates

Nash Motors, Div. of Nash-Kelvinator Corp. 12, 13
Agency—Geyer, Newell and Ganger, Inc.

National Automobile Transporters Association 232
Agency—Betteridge & Company

Page

National Cash Register Company 106
Agency—McCann-Erickson, Inc.

National Lift Company, Sub. of Gar Wood Industries, Inc. 229
Agency—Andrews Agency

National Machine Works, Inc. 161
Agency—Galloway-Wallace, Advertising

New Departure, Div. of General Motors Corp. 204
Agency—Albert Frank-Guenther Law, Inc.

New Process Gear Corporation 237

New York News 217
Agency—L. E. McGivena & Co., Inc.

Oldberg Manufacturing Company 215
Agency—Clark & Rickerd, Inc.

Oldsmobile Div. of General Motors Corp. 22, 23
Agency—D. P. Brother & Company

Packard Motor Car Company 99
Agency—Maxon, Inc.

Pathfinder 81
Agency—Aitkin-Kynett Co.

Perfect Circle Corporation 137
Agency—Henri, Hurst & McDonald, Inc.

Perfection Steel Body Company 151
Agency—Morgan Advertising Company

Pierce Governor Co., Inc. 222
Agency—LaGrange & Garrison, Inc.

Plymouth Div. of Chrysler Corp. 105
Agency—N. W. Ayer & Son, Inc.

Pontiac Motor Div. of General Motors Corp. 35
Agency—MacManus, John & Adams, Inc.

Purolator Products, Inc. 209
Agency—J. Walter Thompson Company

Ramsey Corporation 175
Agency—VanAuken, Ragland & Stevens

Rankin Manufacturing Company 224
Agency—Fairall & Company

Raybestos-Manhattan, Inc. 186
Agency—Gray & Rogers

Redmond Company, Inc. 21
Agency—Marvin Hahn Advertising

Renault Selling Branch, Inc. 228

Reo Motors, Inc. 116
Agency—William Hart Adler, Inc.

Resolute Fire Insurance Co. 121
Agency—International Advertising Agency

Reynolds and Reynolds Co. 168
Agency—Weber, Geiger & Kalat, Inc.

Rinshed Mason Co. 196
Agency—Marvin Hahn Advertising

Rohm & Haas Co. 156
Agency—John Falkner Arndt & Co.

St. Paul Hydraulic Hoist, Div. of Gar Wood Industries, Inc. 191
Agency—Adrews Agency

Saturday Evening Post 66, 67
Agency—Batten, Barton, Durstine & Osborn, Inc.

A. Schrader's Son 200
Agency—G. M. Basford Company

Shure Manufacturing Company 227
Agency—Padco Advertising Company

Signal-Stat Corporation 216, 226, 232, 240
Agency—Philip I. Ross Company

Silver Vogue Auto Seat Cover Co. 238
Agency—The Furman Company

Snap-On Tools Corp. 148
Agency—Cramer-Krasselt Co.

Sparks-Withington Co. 237
Agency—Brooke, Smith, French & Dorrance, Inc.

Page

Spicer Manufacturing Div. of Dana Corp. 123
Agency—Meldrum and Fewsmith, Inc.

Sponge Rubber Products Co. 177
Conklin Mann & Son

Standard Outdoor Advertising 19
Agency—Donahue & Coe, Inc.

Standard Products Company 119
Agency—Fuller, Smith, Ross, Inc.

Standard Steel Spring Company 202
Agency—Marsteller, Gebhardt & Reed, Inc.

J. O. Stephenson Foundry & Mfg. Co. 223
Agency—Dudgeon, Taylor & Bruske

Charlies A. Strelinger Company 241

Studebaker Corporation 6
Agency—Roche, Williams & Cleary, Inc.

Successful Farming 205
Agency—L. E. McGivena & Company

Sun Electric Corporation 144
Agency—VanAuken, Ragland & Stevens

Susquehanna Mills, Inc. ..... Front Cover
Agency—MacManus, John & Adams, Inc.

Syracuse Gauge Mfg. Corp. 239

Time, Inc. 89
Agency—Young & Rubicam, Inc.

Timken Roller Bearing Co. 155
Agency—Batten, Barton, Durstine & Osborn, Inc.

Tow Bar Sales Co. 233, 236

Tung-Sol Electric Co. 136
Agency—E. M. Freystadt Associates

Tyer Rubber Co. 234
Agency—Harry Loudon Advertising

Union Oil Company of California 181
Agency—Foote, Cone & Belding

United-Carr Fastener Corp. 145
Agency—H. B. Humphrey, Alley & Richards

Unity Manufacturing Company 188
Agency—C. J. Ollendorf

United States Rubber Company 25
Agency—Fletcher D. Richards

Universal Products, Inc. 201
Agency—Clark & Rickerd, Inc.

Upholstery Leather Group, Tanners Council of America 104
Agency—Calkins and Holden

Van Auken, Inc. 44
Agency—James Philip Reed

Vickers, Inc. 197
Agency—Witte & Burden, Advertising

Wagner Electric Corp. 111
Agency—Arthur M. Mogge

Walker Manufacturing Co. of Wisconsin 93
Agency—Keeling & Co.

W. L. Webster Manufacturing Co. 238

Wettlaufer Manufacturing Corp. 149
Agency—Marvin Hahn Advertising

White Motor Company 192
Agency—D'Arcy Advertising Agency

Wilkening Manufacturing Company 199
Agency—Al Paul Lefton Co., Inc.

Willys-Overland Motors, Inc. 162
Agency—Ewell and Thurber, Inc.

Wohlert Corp. 238
Agency—Harry Deady Studios

Wooster Rubber Company 237
Agency—McDaniels Fisher & Spelman

L. A. Young Spring & Wire Corp. 195
Agency—Zimmer, Keller & Calvert, Inc.

Howard Zink Corp. 210
Agency—Blaco Advertising

Editorial Index to Almanac for 1952

ACCIDENT DATA 101
- Types of Accidents
- Rates of Motor Transportation Fleets

CANADA 92, 96
- Production and Sales 92
- Sales and Excise Taxes 96
- Employment—Dealer 96

DEALERS (Number) 94, 96, 212
- New Cars in Stock 94
- New-Car Totals 94
- Used-Car Totals 96
- Expenses-Profits, 1950-1951 212

EMPLOYMENT 82
- Federal, State Highway Construction
- Hours, Earnings—Auto Plants

EXPORTS, IMPORTS 86
- Cars, Trucks, Buses, Miscellaneous

FAMILY ALBUM 109-164
- Dealer Association Managers 163-164
- Manufacturers Representatives in Detroit 158-159
- Manufacturers 109-156
- Media Representatives 160-161

FARM DATA 98
- Gasoline Use
- Income, Financial Status
- Vehicle Ownership

FINANCIAL DATA 102
- Chrysler versus General Motors
- Manufacturing Companies' Standings

GASOLINE 84
- Consumption
- Prices, Taxes
- Exports, Imports

HIGHWAYS 82, 90
- Diversion of Funds 90
- Employment 82
- Federal Aid 90

HISTORICAL DATA 214
- Car Maker's Chronology

OPERATING COSTS OF MOTOR VEHICLES 88, 228
- Automobile Allowances
- In Designated Territories Per Car

PARTS, ACCESSORIES, SALES 84, 94
- Wholesale Value, Annual 84
- Service, Departmental Averages 94

PRICES (New Cars) 86, 224
- OPS Price Orders (new and used) 86
- Prices Current Models 224

PRODUCTION, CAR AND TRUCK 14-26
- 1904-1951 Manufacture and Use 24
- Canada 24, 92
- Factory Sales 24, 26
  - Body Types 26, 42
  - By Months for 1950-1951 24
  - Trucks by Gross Vehicle Weights 211
  - Wholesale Value, 1904-1951 24
- Makes and years, 1937-1951 14
- Makes by Months 14, 16, 18
- Percentages—1939-1951 by Months 18
- Truck-Trailer 26

PRODUCTS INDEX TO WHO'S WHO 242-245

RADIO, TELEVISION EXPENDITURES 96
- Gross Time Sales, 1951
- Passenger-Car Advertisers

REGISTRATIONS, Car and Truck 28-80
- Canada 92
- Makes ..... (States, '50-'51) 28-29
  - (States, '39-'51) 45-52
  - (Months, '50-'51) 34
  - (Months, '40-'51) 54
  - (Percentage of Sales) 32, 58
  - (Geographical Division, 1951) 56-57
  - (Years, '22-'51) 78-79
  - (Years, '46-'51) 32
  - (Years, '50-'51) 42-43
- Miscellaneous Makes 32
- Models ..... ('50-'51) 36
- Months ..... (Makes, '50-'51) 34
  - (Makes, '40-'51) 54
  - (Years, '38-'51) 36
  - (Percentages of Sales '39-'51) 38-39
  - (Percentages of Sales '50-'51) 34
  - (Makes, '40-'51) 54
  - (Geographical Division, 1951) 56-57
  - (States, '40-'51) 60-61
  - (States, '40-'51) 64-65
  - (U. S. and Canada) 24
- Percentages ..... ((Makes, 1951) 32
  - (Makes, '39-'51) 58
  - (Months, '50-'51) 34
  - (Months, '39-'51) 38
  - (States, '38-'51) 38, 39
  - (Years, '50-'51) 42-43
- States ..... (Makes, '50-'51) 28-29
  - (Years, '46-'51) 32
  - (Years, '50-'51) 42-43
  - (Years, '38-'51) 38-39
  - (Makes, '39-'51) 45, 52
  - (Geographical Division '51) 56-57
  - (Months, '40-'51) 60-61
  - (Months, '40-'51) 64-65
- Total in Use 9, 62, 68-75
- Percentage—Trucks on Road 36
- Trucks by Weight 43
- World 80

REVIEW OF 1951 7

TAXES 82, 90, 230, 241
- Diversion, Highway User Funds 90
- Sales Taxes, Types and Rates 241
- Use Taxes 230
- Vehicle 82

TIRES AND TUBES 84
- Passenger Car and Bus

USED CARS 90, 96
- Price Trend 90
- Dealer Totals 96

USE OF MOTOR VEHICLES 88
- By Population Group
- By Trip Purposes

WHO'S WHO 167-226
- Directory of Manufacturers

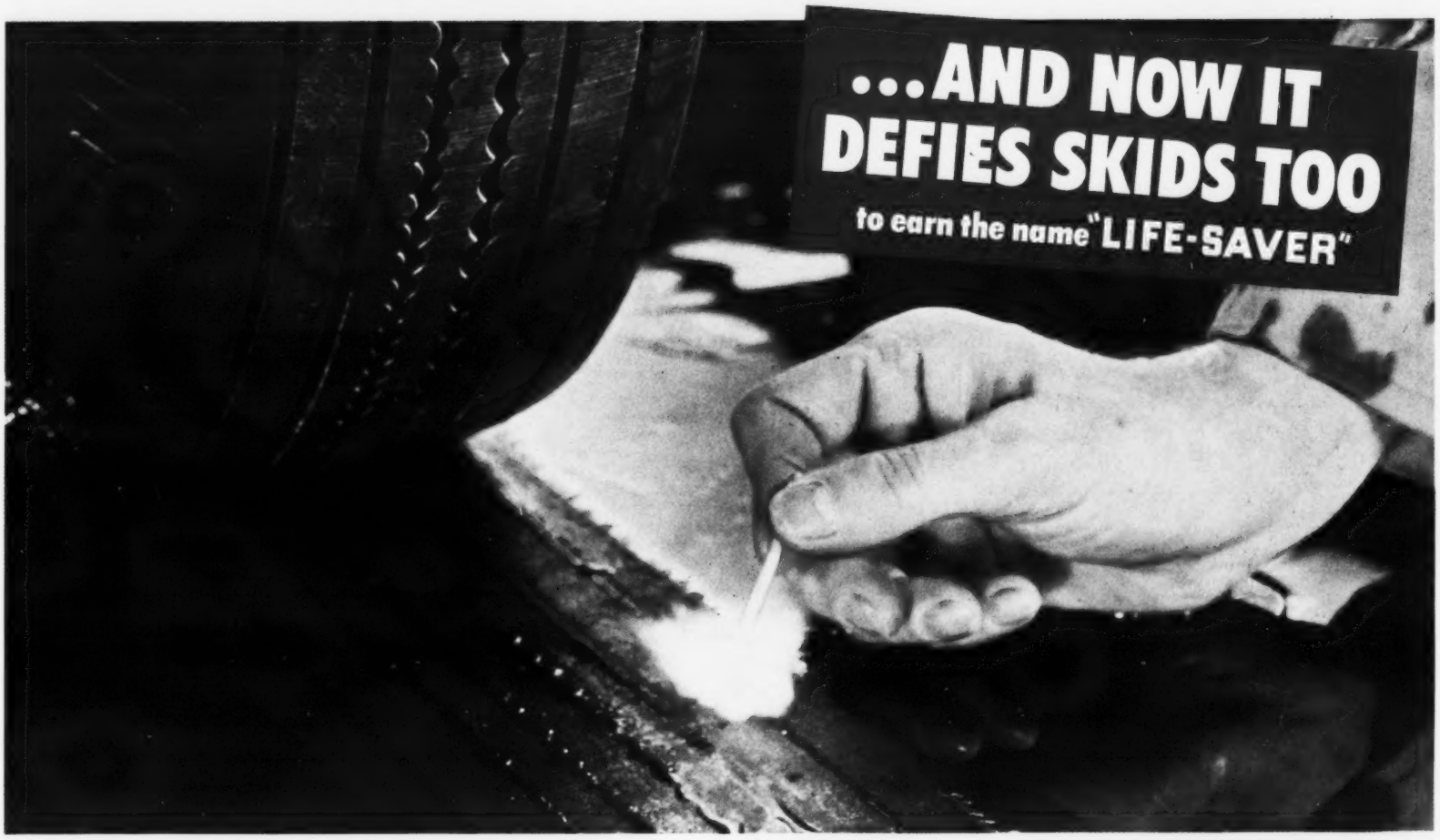
MISCELLANEOUS
- Alltime Record Sales Statistics 43
- Automotive Concerns—Various Categories 26
- Auto Industry Organizations 167
- Car Makers Chronology 214
- Defense Orders for Vehicle Makers 11
- General Motors Sales 102
- 1952 Model Specifications 228
- Nation's Private Car Pool 9
- Roster of American Car Makes 100-101
- Scrappage, Car and Truck 36
- Service Departmental Averages 94
- State Restrictions, Size and Weight 24
- Transportation Story 227-233
- Wholesale Used-Car Prices, Seasonal 234-241

Index to Advertisers is on pages 246-247

Printed in U. S. A.

B.F. Goodrich Tubeless Tire

SEALS PUNCTURES, PROTECTS AGAINST BLOWOUTS



New tread wipes a wet road so dry you can light a match on it

What *else* would you call it—the first tire in history to give real protection against all three tire hazards: punctures, blowouts and skids!

When the BFG Tubeless Tire first went on sale over four years ago, it made the inner tube obsolete and introduced a new kind of puncture and blowout safety.

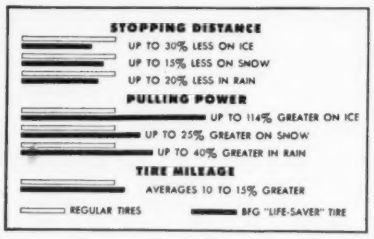
Now, the *new* "Life-Saver" Tubeless Tire *defies skids too!*

It has a new kind of tread engineered with thousands of "grip blocks" so closely spaced you hardly see them.

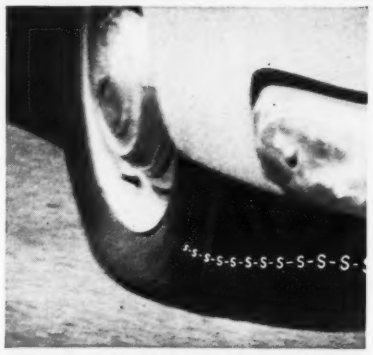
In rain, they wipe the road so dry you can light a match on it, grip for quick stops. Starting up, they grip like a caterpillar tread. The close spacing does it!

And the BFG "Life-Saver" *outwears* other tires, because the tiny "grip blocks" have a "walking action" that reduces scuffing.

Here's how the "Life-Saver" outperformed conventional tires:

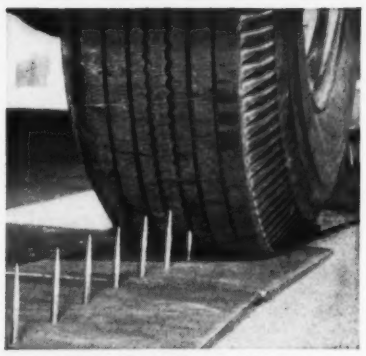


This new BFG tire *may* save your life, *can* save you trouble, *will* save you money! See your B. F. Goodrich retailer *now*. His address is in the Yellow Pages of your phone book. Convenient terms. The B. F. Goodrich Company, Akron, Ohio.



CHANGES BLOWOUT TO SAFE SLOWOUT

Sudden blowouts in regular tires with inner tubes are usually caused by the tube being pinched by a bruise-break in the tire carcass. But a bruise-break in the Tubeless Tire merely causes a slow leak. You have plenty of time for a safe stop.



SEALS ITS OWN PUNCTURES

Drive the "Life-Saver" Tubeless Tire over 3" spikes and it does not go flat. A gummy layer of special rubber under the tread seals against the puncturing object, plugs the hole permanently when the object is withdrawn.

Car Dealers

Now your customers have more reason than ever for changing over the tires on their new cars. There's no other tire like the new BFG "Life-Saver". Yet it's not luxury priced. Discuss this profitable change-over business now with your BFG representative. Phone your nearest B. F. Goodrich district office.

This **LUMITE** pattern, because of its distinctive gaiety, is currently a best-seller. And because it's a **LUMITE** quality weave, it resists wear remarkably.

There's a **LUMITE** *pattern for every color car and every car owner's taste.*

You're looking at Quality...

YOU'RE LOOKING AT THE LEADER!

YOU'RE looking at the *uniformly excellent finish* of **LUMITE*** woven saran fabric . . . produced by the oldest and most experienced weaver of saran!

And, when you look over *your* seat cover sales picture, here are two facts about **LUMITE** worth remembering:

1. **LUMITE** is the *biggest-selling* saran seat cover fabric.
2. **LUMITE** is the *best-known* brand in seat cover fabrics.

Make the most of this unique *acceptance!* Whether you're a dealer, a trim shop, or a manufacturer, be sure you feature the leader . . . **LUMITE!**

Here's what makes LUMITE the leading seat cover fabric:

- SPARKLING COLORS
- ORIGINAL STYLING
- AMAZING WEAR-ABILITY
- YEAR 'ROUND COMFORT
- EASE OF CLEANING
- QUALITY-CONTROLLED FINISHING

for Quality seat covers

LUMITE* woven SARAN fabric

*Registered trade-mark

FOR FREE SALES AIDS and further information, write: Dept. 00, Lumite Division, Chicopee Mills, Inc., 40 Worth Street, New York 13, New York.